



**Planning & Communication
Sub-Committee Meeting**

To be held at:

**EIFCA Offices
6 North Lynn Business Village, Bergen Way,
King's Lynn, PE30 2JG**

**11th March 2013
1030 hours**

Meeting: **Planning and Communication Sub-Committee**
Date: 11 March 2013
Time: 10.30 hours
Venue: EIFCA Office
6 North Lynn Business Village
Bergen Way
King's Lynn
Norfolk
PE30 2JG



"Eastern Inshore Fisheries and Conservation Authority will lead, champion and manage a sustainable marine environment and inshore fisheries, by successfully securing the right balance between social, environmental and economic benefits to ensure healthy seas, sustainable fisheries and a viable industry."

Revised Agenda

- 1 Welcome by the Chair
- 2 Apologies for absence
- 3 Declaration of members' interests

Action Items

- 4 Minutes of the Planning and Communication Sub-Committee meeting on 27th June 2012
- 5 Matters Arising
- 6 Annual plan 2013-14 (*Report by CEO*)
- 7 Research & Environment Plan 2013-14 (*Report by Hd Environment and Research*)
- 8 Corporate communication plan 2013-14 and recommendations for supporting infrastructure. (*Report by CEO*)

Information Items

- 9 Feedback from Community Engagement Meetings (*Verbal Report*)
- 10 Defra EMS Communications & Stakeholder plan (*Dr S Bolt – verbal report*)
- 11 Any other business
To consider any other items which the Chair is of the opinion are matters of urgency by reason of special circumstances which must be specified

P J Haslam
Chief Executive Officer
22 Feb 13

Planning & Communication Sub-Committee

"EIFCA will lead, champion and manage a sustainable marine environment and inshore fisheries, by successfully securing the right balance between social, environmental and economical benefits to ensure healthy seas, sustainable fisheries and a viable industry".



A meeting of the Planning & Communication Sub-Committee took place at 10.30 hours on Wednesday 27 June 2012 at the Eastern IFCA office, King's Lynn

Members Present:

Mr Peter Barham	Chair	Marine Management Organisation
Mr Conor Donnelly		Natural England
Mr Roger Handford		Environment Agency
Mr Ceri Morgan		Marine Management Organisation
Cllr Hilary Thompson		Norfolk County Council
Mr Stephen Worrall		Marine Management Organisation

Eastern IFCA Officers Present:

Eden Hannam	Acting Chief Executive Officer
Julian Gregory	Head of Marine Protection
Lucy Ritchie	Community Development Officer

Clerk

Mary Clancy

P&C12/06 Item 1: Welcome by the Chair

The Chair welcomed everyone to the meeting.

P&C12/07 Item 2: Apologies for Absence

Apologies were received from Tom Pinborough, Cllr Ken Sale and Rob Spray.

P&C12/08 Item 3: Declaration of members' interests

There were no declarations of interest.

P&C12/09 Item 4: Minutes of the Planning & Communication Sub-Committee meeting on 15 February 2012

It was agreed that the minutes were a true record of the proceedings.

P&C12/10 Item 5: Matters arising

P&C12/05: Concerning the use of Norfolk County Council's (NCC's) Customer Services and Communication Unit to support the Eastern IFCA's high level objectives, the Acting CEO said that this would be discussed later in the meeting but officers were considering buying elements from NCC rather than a whole package.

P&C12/11 Item 6: Proposals for the Communications and Engagement Strategy

The Community Development Officer presented the report. She explained that the Authority had missed the deadline of April 2012 for starting the

development of a communication and engagement strategy as a result of the need to recruit staff to new posts (she had started with the Authority in March 2012). It was now essential that this work progressed.

She had investigated a number of communications and engagement approaches and had set out in the report a template for the strategy, including examples of how the elements proposed could be used. She explained that she wished to use the meeting to consult with members of the Sub-Committee on the priorities for the strategy. She reported the results of a survey carried out with staff, to which there had been a limited response. The survey indicated that staff were not yet familiar with the approach and she emphasised that staff commitment was essential for the success of the strategy. She said the limited results highlighted a lack of awareness of the key differences between the Eastern IFCA and the former Eastern Sea Fisheries Joint Committee, and a low public awareness of the existence of the Eastern IFCA. Members accepted that these results indicated training needs for both staff and members, as well as the need for an effective communication and engagement strategy that emphasised both the conservation and fisheries management roles of the Eastern IFCA. Members considered that the strategy should identify the key stakeholders and messages, and include appropriate engagement methods for each stakeholder group, for example, different staff groups and recreational fishers as well as those in the commercial industry.

The Community Development Officer then asked members to carry out a number of exercises aimed at identifying their views on key stakeholders and engagement methods. They identified a wide range of stakeholders:

- Eastern IFCA staff,
- the 'Defra family' identified as Centre for Environment, Fisheries & Aquaculture Science, Natural England, the Environment Agency and the Marine Management Organisation (MMO),
- commercial fishers including those operating outside the Wash,
- recreational fishers, including sea anglers who come to East Anglia from other areas,
- other recreational users including divers, those using beaches and marinas, and casual fishers, for example, those who would like to fish occasionally with children or grandchildren,
- conservation groups and generalist community groups with an interest in conservation,
- coastal and local communities
- the media
- local councils including parish councils, MPs and MEPs
- other IFCAs, particularly neighbouring ones,
- other statutory authorities such as the police, coast guard and the Border Agency,

- schools

Members identified the need to manage the aspirations of the various groups, taking into account the priorities and resources of the Eastern IFCA, and to ensure that quieter voices were heard as well as the more enthusiastic ones. They also acknowledged that the Authority had a different relationship with the commercial fishing industry who paid license fees and expected to see how the money was used. Cllr Hilary Thompson said that, in her experience, the kind of community groups that the Eastern IFCA wished to reach were always looking for speakers and that this could be an affective way of engaging with them and raising the Authority's profile.

The Community Development Officer then asked members to consider stakeholders in terms of their interest or involvement in the work of the Eastern IFCA and their ability to influence it. This identified that stakeholders who had a low level of interest and involvement, such as schools, community groups and other statutory agencies, also had little awareness of the existence of the Eastern IFCA. Certain stakeholders were identified as key customers with a high level of interest in, and influence on the Eastern IFCA, for example, Defra and the MMO, and the commercial fishing industry in the Wash. Members were concerned that the communication and engagement strategy should enable the Authority to target its resources in a balanced way so that the interests of all relevant stakeholders could be engaged in a proportionate manner.

Members then discussed the issues that the Authority should be promoting to stakeholders. These included:

- managing conservation and fishing activities to achieve the Eastern IFCA vision of a sustainable environment,
- the evidence-based nature of the Authority's research which underpins its conservation and fisheries management approaches,
- the Eastern IFCA's successes.

They also considered the information that stakeholders needed to have in order to understand the work of the Eastern IFCA better. They agreed that, as the current level of awareness was low, all stakeholders needed a wide range of information about the Authority's purpose and work. However, Members considered that the emphasis would be different between stakeholders; for example, key information for the commercial fishing industry and organized recreational angling groups would include the Authority's overall role in managing the marine environment, its evidence-based approach to making decisions, and its responsibility for managing the marine environment in three counties.

Finally, Members looked briefly at communication methods. Cllr Thompson said that she had a network of groups and schools who asked her to deliver talks and so it would be useful to have a Powerpoint presentation, containing the Eastern IFCA's key messages, that she could use. The Community Development Officers said the Stour and Orwell Management Group had developed a good package of information for teachers in schools, linked to on-line information that school students could access directly. The Chair added that the Environment Agency also had a good information package. It was generally agreed that a standard information pack to be used by Members or staff giving talks would be useful but he thought that general information about the work of IFCA's should be

produced by the Association of IFCAs, rather than by individual authorities. The possibility of using venues such as museums and resource centres for Eastern IFCA activities and promoting issues of relevance to the Authority's work to partners such as the Wildlife Trust, Royal Society for the Protection of Birds.

Following this discussion, the Acting CEO said that officers would take the outcome of this and other consultations into account in producing a clear structure for the communication and engagement strategy for consideration at the Authority's meeting on 25 July 2012. The Chair asked officers to circulate the results of this consultation to all Eastern IFCA members before the Authority meeting and he also emphasised the need to identify the resources available to implement the strategy and a structured, prioritized approach to their use.

No formal decision was required.

P&C12/12 Item 7: Proposal for a Benchmarking Survey

The Community Development Officer introduced the report and the three options identified in it. She said that officers considered that the Authority needed to establish a baseline level of stakeholder awareness in order to be able to measure the effectiveness of communication and engagement activity. However, they did not consider that the Authority had the resources or expertise to design and carry out a benchmarking survey in-house and so were recommending that this work should be outsourced.

A quote had been obtained from Norfolk County Council (NCC) for two benchmarking surveys, the first to coincide with the publication of the Communication and Engagement Strategy and the second to be carried out in 2015. The cost of the surveys would be £12,500 if NCC engaged an external company such as MORI, or £9,000 if they were able to do the work in-house. However, the Acting CEO said that, given the cost, it would be necessary to get three quotes.

It was resolved to agree in principal that a bench-marking survey was required, and that it should be outsourced using the procurement approach that would ensure the best value for the Authority.

Proposed: Cllr Hilary Thompson

Seconded: Conor Donnelly

All Agreed

P&C12/13 Item 8: To consider a new Code of Conduct for Members and relevant amendments to the Authority's Standing Orders

The Chair introduced the report and the draft Code of Conduct which had been circulated to all Authority members for consultation. Only two members had responded – one council member and one other member – and both had expressed satisfaction with the proposals.

The Clerk summarised the background to the draft Code as set out in the report and explained that it applied only to non-elected members of the Authority. This was because council members are legally required to comply with their council's code of conduct under the Localism Act when they are participating in bodies to which they have been appointed by their council. She explained that the provisions in the Localism Act are more extensive than those proposed in the draft Eastern IFCA Code and included criminal offences for failing to abide by requirements to disclose interests.

The Clerk said that she had asked the three county council Monitoring Officers whether the Localism Act provisions (including criminal sanctions) applied to non-elected Eastern IFCA members. She was advised by two of the Monitoring Officers that, even though the Authority had the legal status of a joint committee of the three county councils, the provisions did not apply because the non-elected members were not co-optees representing any of the county councils. The third Monitoring Officer did not dissent from this view. The Chair asked what non-elected members had to do to comply with the draft Code and how it would be enforced. The Clerk explained that members were required to sign their acceptance of the Code, and to declare the pecuniary interests set out in section 4 for inclusion in the Eastern IFCA's Register of Members' Interests. The pecuniary interests specified in this section were: any employment or trade related to fishing and/or marine environmental interests from which the member receives payment or profits; and undischarged contracts between the Eastern IFCA and the member, or an organization with which the member is involved. The interests to be registered include those of the member's domestic partner or spouse as it was expected that such interests would directly affect the member, and that the member would be aware of them.

In addition, section 7 of the draft Code requires members to declare at meetings both their registered pecuniary interests and any other pecuniary or non-pecuniary interests that are relevant to business being considered at the meeting.

Concerning enforcement of the Code, the Clerk advised that the Authority would be responsible for this. She said that the MMO's terms and conditions of appointment stipulated that appointees had to comply with their IFCA's code of conduct. The MMO's complaints procedure required an IFCA to investigate a complaint that an MMO appointee had breached the IFCA's code, and to refer the member to the MMO where a breach had been confirmed. The MMO would then decide whether to remove the member from the IFCA. The proposed appeals and complaints board (paragraphs 26-29 of the report) was intended to enable the Eastern IFCA to deal with complaints effectively and comply with the MMO's complaints process. The same approach was proposed for dealing with complaints against the members representing the MMO, Natural England and the Environment Agency and who were employed by these bodies. In these cases, following investigation by the appeals and complaints board, the member would be referred to their employing agency.

Complaints about council members would be referred directly to the relevant county council Monitoring Officer as the Localism Act specified the process to be followed in dealing with complaints against councillors.

Members asked whether non-pecuniary interests should also be registered. The Clerk said that the intention in drafting the Code was to make it mirror as far as possible the Localism Act provisions that applied to elected members. The Localism Act only required councillors to register certain significant pecuniary interests. Also, the draft Code prevented members from voting on matters affecting their registered pecuniary interests, recognizing that it was not ethically acceptable for a member to vote on something that had a direct impact on their personal income or livelihood. This was in line with the MMO's terms and conditions for appointees. However, the requirements in Sections 7 and 8 of the draft Code - to declare at meetings any relevant interest whether registered or not, and to accept the decision of the Chair on ability to vote - were intended to ensure that members understood that they had to declare all

interests that might arise, pecuniary and non-pecuniary, and to ensure that a member with an interest did not act improperly. Members accepted this explanation but asked that Section 7 should be amended to expand on the non-registerable interests that should be declared.

Members asked for clarification of the fourth from last paragraph in section 3 of the draft Code. The Acting CEO confirmed that this was not intended to prevent members from talking to staff about matters relevant to their role as a member but meant that any issues that a member might have about the management or performance of staff should be raised with the CEO or the relevant head of service. Members asked for the reference to the CEO's deputy to be amended to refer to the appropriate senior manager.

Members asked whether it was possible to ask the Association of IFCAs to draw up a national code for non-elected IFCA members. The Clerk agreed that this would be the best option but advised that it might be difficult to achieve in the short to medium term. While the Eastern IFCA had to abide by the advice of the Monitoring Officers for its constituent county councils, she thought it possible that Monitoring Officers for other IFCAs might reach a different interpretation of Localism Act. This could affect the development of a single code.

Members also discussed whether the Eastern IFCA should publish its register of members' interests on its website. The Localism Act made this a legal requirement for councils. However, given the limited, voluntary role of non-elected IFCA members and the fact that they were appointed for their knowledge and expertise in a relevant field and not as representatives of interest groups, this was not felt to be a necessity at this time. The CEO suggested that the Authority could indicate that it kept a register of members' interests which was available for public inspection and this was accepted as a proportionate approach.

Members were not clear about the reference to 'general' and 'additional' members in the draft Code and asked the Clerk to clarify this in the amended version.

It was resolved to recommend that that the Finance & Personnel Sub-Committee should use its delegated authority to adopt the draft Code of Conduct as amended by the Sub-Committee, including the proposal for an appeals and complaints board.

Proposed: Conor Donnelly

Seconded: Roger Handford

All Agreed

It was further resolved that the Eastern IFCA should publish that registers of members' interests and of declarations of gifts and hospitality were kept and could be made available for public inspection.

Proposed: Cllr Hilary Thompson

Seconded: Stephen Worrall

All Agreed

Information Items

P&C12/14 Item 9: Feedback from Community Engagement Meetings

The Acting CEO introduced the report which was for information only. Members asked for the numbers of people who had attended each meeting and the Community Development Officer reported as follows:

- 10 people, mainly Boston fishers, were at the Area 1 meeting at Boston Borough Council's offices;
- no-one attended the Area 2 meeting in King's Lynn;
- 17 people attended the Area 3 meeting in Cromer;
- 15/16 people attended the Area 4 meeting in Dunwich.

The Community Development Officer commented that the Area 1 and Area 2 meetings would be moved to the evening to make them more accessible to a wider range of people. The Area 3 meeting had attracted a broad range of people, but the best attendance had been at the Area 4 meeting which had been widely publicised by the Inshore Fisheries and Conservation Officer for the area.

P&C12/15 Item 10: Any other business

There was no urgent business but the Chair agreed to allow discussion of some issues of interest to members. The Acting CEO began by saying that he was undertaking a review of the way in which papers were drafted for formal meetings and he asked members to let him have their views and ideas about the drafting style and about how meetings were run.

Cllr Thompson said that she preferred to see options for members to consider rather than a single recommendation from officers. Roger Handford thought that, where officers wished to carry out a specific exercise with members as was the case for item 6, it would be useful to flag this up in the report accompanying the agenda.

Stephen Worrall was concerned to get a better attendance by members at sub-committee meetings by giving them more notice of the date of meetings. The Chair considered that planning ahead was essential. He also flagged up the need to clarify the role of the sub-committee so members would understand better the issues likely to be important to it. Cllr Thompson commented that people work best within a clear structure.

The Acting CEO agreed to consider these issues further and indicated that the next meeting of the Sub-Committee was likely to take place in the autumn when the new Chief Executive was in post.

The meeting closed at 1.22 hours

Vision

The Eastern Inshore Fisheries and Conservation Authority will lead, champion and manage a sustainable marine environment and inshore fisheries, by successfully securing the right balance between social, environmental and economic benefits to ensure healthy seas, sustainable fisheries and a viable industry



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Action Item 6

2013-14 Annual Plan

Report by: P J Haslam, CEO

Purpose of report

The purpose of this report is to submit the draft Annual plan for 2013-14 for sub-committee approval and subsequent signature for release on behalf of the full Authority.

Recommendations

Members are recommended to:

- **Approve the draft annual plan.**

Background

As a Statutory public body Eastern Inshore Fisheries and Conservation Authority (Eastern IFCA) is mandated under the Marine and Coastal Access Act 2009 to prepare and publish annual plans and reports on their activities for Defra and also to submit these documents to the Departmental Secretary of State. In preparing these annual plans the IFCA must detail the authority's main objectives and priorities. The annual plan forms a key part of the evidence-based marine management cycle.

2013-14 Plan

The plan for 2013-14 has used the template refined through two previous iterations to present the information in a consistent manner. The plan is the final output of the corporate planning that has been conducted over the last 3 months and has been derived from first principles to ensure that:

- all activity is nested within a wider strategic plan
- all activity is contributes to final outputs, superfluous activity is discounted
- traditional outputs compete on their merits and are discounted if they do not contribute to mandated objectives.
- Defra mandated high level objectives are organised such that they are a means to an end rather than an end in themselves
- Local issues are correctly prioritised and initiatives are planned to tackle them in a timely manner.

Priorities

The most pressing priorities for the coming year are:

- to secure appropriate funding to deliver mandated outputs;
- to continue investments in staff to preserve appropriate subject matter expertise
- to deliver fisheries management measures for designated 'Red' features (those at highest risk) with European Marine Sites within the mandated timeframe;
- to commence a comprehensive byelaw review process comprising of three stages;
 1. exclusion of byelaws not applicable or relevant to the Eastern IFCA District
 2. like for like substitution of uncontested byelaws directly applicable to the Eastern IFCA District
 3. development of complex or contested or new byelaws.
- to procure sea going enforcement assets;
- to implement a district-wide risk based enforcement approach,
- to discharge responsibilities under the Wash Fishery Order (1992) and consider a review of its provisions
- to introduce fisheries management measures in designated Marine Conservation Zones

These represent a blend of necessary legislative activity to achieve expected fisheries management and conservation outcomes with activities central to creating the right conditions for continued Eastern IFCA effectiveness and success. Members should note that these are set with the information available at the time and will require review and update as the year progresses. In particular, delivering fisheries management within European marine sites is a large, ground breaking and time constrained task which must be delivered by December 2013. Eastern IFCA is well placed to work closely with the MMO and ultimately Defra to achieve the required output but it should be noted that nine other IFCAs are seeking to achieve the same output at the same time which may present challenges. Executive officers will regularly review the priorities to ensure progress is tracked and any opportunity to elevate other tasks for delivery in 2103-14 is taken.

Risk

The risk matrix in the plan has been simplified to reflect the strategic risks to the Authority which demand management action. The key risk to Eastern IFCA is uncertainty of funding and this is being managed to ensure appropriate continuity. Members are recommended to acknowledge that this risk may need to be transferred to an appropriate higher authority in due course if circumstances, such as increasing austerity measures, conspire to exacerbate the risk despite authority mitigation strategies.

Conclusion

Nationally, 2013-14 represents a defining year for the IFCA construct and presents both opportunities and risks. Mindful that the strategic expectation is that IFCAs should have completed transition and be appropriately resourced to deliver their remit, the annual

plan has been carefully crafted to ensure that it is meaningful to staff, accurately captures what we plan to do and ultimately delivers against the expectations and mandated outputs of Eastern IFCA.

Background documents

Defra Guidance to Inshore Fisheries and Conservation Authorities on Annual Planning and Reporting dated Feb 11.

NB The Annual Plan is included separately with these papers.

Vision

The Eastern Inshore Fisheries and Conservation Authority will lead, champion and manage a sustainable marine environment and inshore fisheries, by successfully securing the right balance between social, environmental and economic benefits to ensure healthy seas, sustainable fisheries and a viable industry



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Action Item 7

Research & Environment Plan 2013-14

Report by: Eden Hannam

Purpose of report

The purpose of this report is two fold:

- To agree the outline for the Eastern IFCA Research and Environment Strategy
- To agree the projects for inclusion in the 2013/14 Eastern IFCA Annual Research and Environment Plan

Recommendations

Members are recommended to:

- **Agree the Outline for the Eastern IFCA Research and Environment Strategy;**
- **Request a final draft, based on the outline, is presented to the June 2013 Statutory Authority meeting for their consideration and sign off;**
- **Note that there are requests for more research/environment projects than the resources of Eastern IFCA can deliver;**
- **Agree the priority list of projects with regulatory requirements for the annual research and environment plan;**
- **Choose one of the Wash Fishery Order projects for the 2012/13 plan;**

Either

- Monitoring Atypical mortality of the cockle community (and informing a contingency fishery);

Or

- Examining the annual population/biomass (growth) change in cockles (which could change cockle fishing patterns).
- **Note that there are only 160 discretionary officer days for research projects and 20 for the environment team.**
- **Agree a prioritised list of remaining discretionary projects for 2012/13;**
- **Delegate to the Chair of the Planning and Communications Sub-Committee the ability to sign off on a completed annual plan.**

Background

As a Statutory public body Eastern Inshore Fisheries and Conservation Authority (Eastern IFCA) is mandated under the Marine and Coastal Access Act 2009 to prepare and publish annual plans and reports on their activities for Defra. This requirement is set out in the high level objectives and success criteria in the annual plan. The annual research and environment plan provide the evidence and analysis required by the IFCA to act in an evidence based decision making role.

Research and Environment Strategy

As part of our commitments to Defra, the Authority was required to complete a research and environment Strategy for the period 2012-2015. Due to the constraints of the last 24 months Eastern IFCA have not had the resources to discuss this strategy with the planning and communications sub-committee or the full Authority. To begin this discussion an outline of the proposed strategy is attached (attachment 1).

Using the Outline as a template for the Strategy, Officers at the Authority will produce a small document that will guide the deployment of resources to meet the requirements of our full community.

2013/14 Research and Environment Annual Plan

Using the experience of producing Eastern IFCA's research and environment plan in 2012, Officers are approaching the Authority to confirm the selection of projects that meet the vision and strategy of the Authority prior to completing the full plan. A full and final plan will be signed off by the Chair of the Sub-Committee and presented to Defra.

Eastern IFCA Staff have polled the community seeking 'bright ideas'. A summary table (as at 28 Feb 2013) is attached. Where possible these ideas have been included in the list of 'possible' projects for consideration (attachment 2).

The demands of these projects on research and environment team members exceeds the current resources of the Authority. Because of this projects have to be prioritised. To help with this projects have been divided into those that are regulatory or have a role in regulatory decisions and those that are discretionary. Officers have recommended a list of possible discretionary projects that meet the requirements of the wider community. A full list of projects is attached (attachment 3).

Learning from last year's preparation, the Senior Research and Environment Officers have gone to great efforts to consider officer day limitations to their projects. Given the requirements to meet a full range of demands around our district over the coming 12 months it would be difficult to commit significant resources to the fisheries in the Wash, leaving the ability to complete one large discretionary project for the Wash Fishery Order.

There are currently requests for two large projects for the Wash Fishery Order, and a choice between them has the possibility to be incendiary. Officers ask that Sub-Committee members chose between two Wash Fishery Order 1992 Projects. These projects are:

- Monitoring Atypical mortality of the cockle community (and informing a contingency fishery)
- Examining the annual population/biomass (growth) change in cockles (which could change cockle fishing patterns).

This choice is between a short term response to a possible cockle die off this summer and the possibility to longer term changes to fishing patterns due to studying their population changes within a year.

Monitoring atypical mortality would be a continuation of the project that the Authority undertook in 2012 in response to the die off of cockles possibly linked to *Ascetosporea* parasites. This project allowed a contingency fishery to operate and avoided the 'wastage' of cockles dying and not contributing to the diet of over wintering sea birds.

Examining the within year change of cockle biomass could yield information that could see harvest patterns of the industry change in response to this information. This could include timing projects for better yields or for particular methods of harvest. Should this research indicate such possibilities, the Authority would work with Natural England to develop methods for assessment using Habitats Regulations Assessments. This could require changes to current agreed management measures.

Both projects can be seen as supporting a viable industry, one in the short term, and the other in the longer term. Choosing one or the other could be seen as officers favouring one side of the industry or the other, hence the need for a separate choice by the sub-committee.

For the remaining discretionary research projects we have approximately 160 days available of staff time and 20 days for environment officer time.

Authority members are asked to choose from the remaining discretionary projects. Projects should meet the requirements of the outline strategy – that being projects are chosen to best represent the full community of the counties of Norfolk, Suffolk and Lincolnshire.

Currently a significant amount of environment officer time is taken up with consultations with marine developments. This leaves only twenty days to allocate to discretionary projects. Executive officers are actively leading on work with the MMO and utility companies to reduce this work-load. Should we achieve this, other work could be considered at this time.

Next steps

Once the Sub-committee has agreed a final list of projects, officers of the Authority will prepare a work plan sheet for each project, in a similar way to the 2012/13 plan. This combined document will then be passed to the Chair of the Planning and Communications Authority for his assent.

Copies of the plan will be circulated to the major NGO's, fisheries and Community groups as well as Authority members

A separate letter will also be sent to the Wash Fishery Order 1992 entitlement holders explaining the choice of projects for 2013/14.

Attachment 1

Research and Environment Strategy

The role of a strategy is to act as the planning link between the long term vision and day-to-day outputs of an organisation. It also has the role of connecting the activities of the organisation with the wider context in which it operates (including partners).

The Vision of the Eastern IFCA is to:

"lead, champion and manage a sustainable marine environment and inshore fisheries, by successfully securing the right balance between social, environmental and economic benefits to ensure healthy seas, sustainable fisheries and a viable industry".

Reflecting on this, discussions have broken this vision into areas of work looking at the community in which we operate (local), the environment we are focused on (sea), mechanisms that administer this environment (managed) and an aspiration (well).

This has created the summary motto

"Local Seas Managed Well"

It is using these four areas that provide the chapters for the Research and Environment Strategy.

Local

Under the local chapter we will discuss the local Councils and their maritime communities (recreational, commercial, and NGO). We will draw upon the commentary they have given the IFCA through the communications survey earlier in the year. The principal for this is that Research and Environment planning should consider the concerns of the various geographic communities and sectors that contribute to the district. Future plans will need to balance all these needs.

Seas

This chapter will describe the 3800kmsq that the Eastern IFCA manages, the fisheries that it contains and important areas of interest. It will also reinforce the attributes of the marine policy statement.

Managed

Within this chapter will be the international, regional, national and local regulatory drivers that the Authority must consider in carrying out its duties. Examples include Climate Change (international), Habitats Directive (Regional), Marine and Coastal Access Act 2009 (National) and Bye-laws (local) – which all must be considered when trying to make balanced decisions to allocate spare resources.

Well

A recognition that all decisions should be well made, based on best available evidence to balance healthy seas, sustainable fisheries and a viable industry. The role of the Research and Environment Team is to provide and integrate this evidence within decision making processes

Outcome

The product of the Strategy will be where to direct resources on an annual basis to balance the concerns of the community with the regulatory requirements of the Authority.

Attachment 2:Received Bright Ideas/:

Bright idea	District
Marine Mammal Sightings	All
Closed Season for Crabs/Lobsters (Jan Feb?)	All
Manage vessel size conflicts (beach launched vessels)	All
Understanding of juvenile crab sizes	All
Ban on Berried Lobsters	All
Hatchery &/or Nursery Area (Alde/Ore)	Suffolk
120kw restrictions for towed gear	Suffolk
120-140kw restriction for towed gear	Suffolk
Minimum landing size for Skate/Ray (46cm?)	All
Pot restriction for non-commercial	Suffolk
Increase Minimum landing size for cod (35cm → 41cm)	All
Stop non-commercial netting	All
Re-examine allocations to under 10 fleet	All
Investigate possible management measures for Sea Bass stocks	All
Investigate possible management measures for flounder stocks	All
Investigate the use of monofilament gill nets (both commercial and non-commercial)	All

Attachment 3

Key work for Research Team – 2013-14

Activity	Research Officer days			Time period of work			
	Field Work	Analysis-Reporting	Total Days	Apr - Jun	Jul - Sep	Oct - Dec	Jan - Mar
High Priority Activities/Core work streams							
Spring cockle surveys – Required to inform management of Wash cockle fishery. Requires sampling of 1300+ stations from 22 areas of bed.	75	15	90	90			
Horseshoe Point cockle surveys – Required to inform the management of this bed of cockles. Bed currently sampled in February and July, with each sampling occasion requiring 2 days of survey. Plan to increase the July survey to cover whole of Haile Sand using TC as other beds are thought to be present on this sand.	20	3	23		13		10
Autumn mussel surveys – Required to inform management of Wash mussel (and cockle) fishery. Requires 21 mussel beds to be surveyed	75	5	80		25	55	
Titchwell Marsh mussel survey – Small mussel bed situated on fragile Neolithic peat bed within a RSPB reserve. Bed is of fishery interest to local fishermen and our responsibility to manage. Surveys conducted on foot from shore twice/year.	6	2	8		4		4
EHO/DSP Bio-toxin sampling – Required to maintain water classification of the fisheries	60	1	61	15	15	15	16
Habitat mapping (Sabellaria reefs, Marine Conservation Zones/EMS) – There is a need to set aside significant survey days to fill in gaps in information for marine conservation zones and EMS requirements. Defra has agreed to fund a side-scan sonar to support this work. Surveys will focus on gaps in information, as such it is currently difficult to determine	110	10	120	30	50	40	

precisely where and what we will be surveying but will definitely include sufficient time to continue our usual Sabellaria programme.							
Management of Wash Fishery Order 1992 Several Fishery Lays – Once the moratorium is lifted, there will be a requirement to survey new lay applications. Each application will require 1 day of surveying and 2 officer days of analysis and administration.	9	6	15	4	4	4	3
Water quality monitoring (SWEEP) – Maintains a record of Chlorophyll-a levels in the Wash, enabling us to monitor the level of primary food production (algae) that is fundamental to the health of the shellfish beds. The results from this on-going project enable us to determine whether shellfish die-offs have been caused by food limitations or problems with the primary production of food sources. It also enables us to determine whether or not concentrations of shellfish beds in specific areas are having localised impacts on the algae levels. This is particularly important when assessing the potential impact that new mussel lays will have. This project also provides Cefas scientists with samples they use for their studies that can in turn help answer questions raised during the Review of Lay Consents and Appropriate Assessments associated with new lays food availability	24	5	29	6	6	6	11
Desk study to determine extent of current habitat/feature maps in our district – Required to form good background knowledge of what information is currently available and sufficient for our needs, and to identify knowledge gaps that we will need to fill.		15	15	10	5		
Desk study to determine what information is currently available concerning relevant gear type impacts on features in our District’s EMS’s – This will ensure a background of information is currently available so we know where we will need to concentrate our own studies.		15	15		5	10	

Desk study to research best practice survey methods for the types of work we will be doing and to develop our own SOP's.		5	5	3	2		
Annual Research Report – The research activities conducted through the year are detailed in this report. This provides a useful reference document for anyone seeking information on any of the projects covered in the report. It is also used extensively by our own teams as a relevant reference document.		60	60			15	45
Technical Advisory Group (TAG) – This group liaises the research/environmental activities of the IFCA's and is supported by NE, Cefas, MMO and EA. SRO represents group at 2 meetings/year. Additional workloads often result from action points raised by the group. These include preparing papers/presentations and moderating the TAG Knowledge Hub forum. These workloads will increase significantly if Eastern IFCA representative is elected as Chair or Secretary of the group (these duties rotate among the IFCA members of the group).		10	10	3		7	
MEDIN – Work alongside the data officer to ensure all data is MEDIN compliant.		3	3	1		1	1
Liaison meetings – RO's liaise with several stakeholder groups at regular meetings. These range from Authority and internal meetings, to liaison meetings with the fishing industry, Cefas, NE, EA, RSPB etc.		40	40	10	10	10	10
Total research officer time required for Core projects	379	195	574	172	139	163	100

Medium Priority Activities	Field Work	Analysis-Reporting	Total Days	Apr - Jun	Jul - Sep	Oct - Dec	Jan - Mar
Autumn cockle surveys – These provide an interim snapshot of the Wash cockle stocks on specific sands between the annual spring surveys. They provide an indication of the impacts the fisheries and atypical mortality have had on those beds and information on whether we have had a successful spat-fall during the summer. This information can be used to inform the order in which the beds are surveyed during spring surveys.	37	3	40			40	
Cockle mortality study for contingency measures – In order to apply similar contingency management measures to the Wash cockle fishery as was applied during the 2012 fishery, mortality rates will need to be monitored. Monitoring could be achieved by conducting spot-sampling on various sands in response to alerts of mortality from fishermen. Such sampling would require 1 boat/day for each sampling occasion. Applying Contingency management would require a detailed report and Appropriate Assessment to be submitted to NE.	30	6	36	15	21		
Cockle growth assessment – In order to apply a growth assessment to the cockle stocks, additional sampling will be required. If the assessment was purely to adjust the stock figures to reflect the effect of growth/mortality during the period between the surveys and the opening of the fishery, it would require just two sampling occasions. Additional sampling would be required if the expectation is to assess growth throughout the season. Surveys would require 3 boat days per sampling occasion. The project would test proposed methodologies and enable a discussion with Natural England over use for the 2014 cockle season.	34	10	44	22	22		
Cockle dredge environmental impact assessment for muddy sediments – A Cefas desk study highlighted the lack of knowledge concerning the impact suction dredging has on muddy sediments. Applying a precautionary approach, dredging would be prohibited on muddy sediments in the Wash	23	12	35		13	10	12

until we are able to conduct this study. As this study requires the participation of a fishing vessel equipped with a suction dredge, to reduce costs it is best to conduct this study at times when vessels are already geared with dredges.							
Sub-littoral mussel surveys – There is no longer sufficient time for us to prospect specifically for sub-littoral mussels, but if the industry alerts us to beds they have found within MPAs, we are required to survey them before they can be opened. Depending on the location and the size of the bed, these surveys can take between one and three days to conduct. It is difficult to plan precisely how frequently these surveys will be required.	23	6	29	3	10	10	6
Crab/lobster bio-sampling – The bio-sampling regime currently used in the ports for these species needs to be improved and increased in order to gain a better understanding of the state of these stocks. Monitoring will require regular sampling in ports throughout the district.	40	10	50	11	11	11	17
PIECRUST surveys – We currently assist Cefas with their PIECRUST crab/lobster project by supplying a RO for each of their monthly surveys. SRO also sits on the PIECRUST steering group.		12	12	3	3	3	3
Suffolk river surveys – Provide information on the cockle, clams, mussel & Peacock worm distributions in the Rivers Stour and Orwell. Although these species are not fished commercially in these rivers at the moment, there could be potential for fisheries to develop in the future. Additionally, the area is an important site for bird populations which feed on these stocks.	30	5	35		31		4
Holbrook Bay Native Oyster survey – This is a small bed of native oysters that appears to be in decline. It is currently of little commercial interest, but because the species is native, is of scientific interest.	6	3	9				9
Oyster Restoration Plan – Desktop design for an Oyster Restoration plan for the proposed MCZ in the Stour and Orwell. This could be a Masters		20	20	5	5	5	5

Project							
RSA sector research – Revisit flounder project to determine the state of the stock and to determine whether a restoration plan is required. As with most migratory species, answering such questions adequately would require a large investment of resources and staff time. This would involve a combination of desk based research, monitoring catches and field work at sea and in three river estuaries.	75	10	85	24	36	15	10
Juvenile fish monitoring programme – During 2012 we trialled WFD style surveys on the Rivers Alde and Ore and a Cefas YFS feasibility study. This work could be continued in its current form or adapted to compliment the proposed Flounder project. Figures given are for the continuation of the YFS project and the WFD style surveys in one river estuary	45	10	55	16	27	6	6
Byelaw Review – Review of the extent of mono-filament netting activities in the District in order to inform the Byelaw review. We do not currently keep a data base on netting activities. This is something that could be developed, and populated with information supplied as part of their regular duties by the Area IFCOs (possibly with the support of research staff). This project must be conducted before the end of 2015, so if not conducted during 2013-14 it will be a core project during 2014-15.	20	4	24	5	5	5	9
Byelaw Review - Fisheries Minimum Size – Following on from Project Inshore and linking to Environment/Fisheries. This will primarily be a desk study to determine whether local MLS management measures are appropriate.		10	10				10
Fisheries Nursery Area Identification and Planning – Using existing information and literature to identify possible important areas in the life history of lobsters and sea bass in the Eastern District		20	20				20

Training on Marine Mammal observation to record sightings at sea		8	8	2	2	2	2
Total research officer time required for Medium Priority projects	363	149	512	106	186	107	113

* Field work on vessels is calculated as requiring 2.5 research staff on board vessel each day as requirement will vary between 2 and 3 research staff depending on the availability of other officers for crew. Days on vessel also account for 12 hour days rather than 8 hour days.

Research Officer Availability

Team	Total Days	Actual available days*
4 x Research staff	915	732

* The research department has 1 Senior Research Officer and 3 Research officers. Taking into account weekends, public and personal holidays, this team has a maximum total of 915 days available during 2013. Of these days, it has been estimated that 20% will be required to fulfil staff development requirements (including inductions, training and appraisals) and necessary administration duties (planning, managing, liaison and reporting). This leaves a total of 732 days research officer time available during 2013.

Planned Core Projects have been estimated to account for 574 days of research officer time. This leaves a total of 158 research officer days available to conduct Secondary (Medium) priority projects.

Key work for Environment Team 2013/14

Activity	Environment Officer days			Time period of work			
	Field Work*	Analysis-Reporting	Total Days	Apr - Jun	Jul - Sep	Oct - Dec	Jan - Mar
<p>High Priority Activities/Core work streams</p>							
<p>Fisheries Evidence project: To allow us to manage fisheries in our district we need to formalise and capture much of the fisheries management we do on a day to day basis. This project would review our data capture, storage & retrieval relating to management of fisheries in Marine Protected Areas – catalogue of sites & feature data, fishing activities (update fisheries mapping project), regulations/enforcement data, fishing impacts and wider sustainability issues. Internal data holdings review, database creation and operation; staff workshops (data capture and retrieval); stakeholder engagement (data capture) & liaison with partner bodies. <i>HLO 2.1, 1.3, 6.2: Issues affecting sea fisheries resources are identified, prioritised, and actions implemented by 2015</i></p>	0	90	90	27	27	26	26
<p>Fisheries/European Marine Sites project: Implementation Group and HRA Group membership; Impact Assessment for “red risk” byelaw(s); byelaw development; data review for “amber & green risks”, central GIS role for IFCA; liaison with neighbouring IFCA, regional NE teams, MMO and Defra; stakeholder engagement; feature surveys (link with Research activity – habitat mapping). <i>Project required (under Defra’s revised approach to management of fisheries in European Marine Sites) to meet requirements of Habitats Directive & Birds Directive.</i></p>	15	60	75	30	30	25	20
<p>Marine Conservation Zones project: data review for Stour & Orwell; additional habitat surveys in future tranche MCZs; liaison with neighbouring IFCA, regional NE teams & MMO; stakeholder engagement. <i>Core IFCA function: to further the conservation objectives</i></p>	15	30	45	15	15	15	7

<i>of Marine Conservation Zones (section 154(1) of M&CAA 2009).</i>							
Habitats Regulations Assessment: WFO regulated fisheries and several fisheries (review current lay applications plus any received during the year); Eastern IFCA byelaw derogations; new Eastern IFCA byelaws affecting European Marine Sites. <i>Required under the Habitats Regulations 2010 as Eastern IFCA is a consenting authority for these activities.</i>	0	55	55	20	24	20	0
Consultation responses: provide timely and informative responses to consultations on coastal and marine policy, marine licensed activities and infrastructure projects. Linked internal work includes development of staff engagement, streamline responses using standard paragraphs, engagement in follow-up process including liaison meetings; devise process to review effectiveness of Eastern IFCA responses; develop in-combination/cumulative effects mapping. Include Marine Planning considerations.	0	216	216	54	54	54	54
Total environment officer time required for Core projects	30	451	481	146	150	140	107

Medium priority activities							
Non-native species: develop research element (incorporation into other research projects wherever possible); stakeholder information process (including development of phone app). Relevance to Wash biosecurity ; liaison with regional NE teams	15 days (incorporate into other trips)	17	32	10	12	10	0
Input towards Eastern IFCA byelaw review: HRA for new/renewed byelaws affecting EMSs; GIS support; contribution to Impact Assessments.	0	24	24	0	8	8	8
MEDIN project: data management advisory for IFCAs; Eastern IFCA compliance	0	12	12	6	0	6	0
Pollution procedure – develop Eastern IFCA pollution procedure	0	10	10	0	0	5	5
Environmental Management System ISO14001: develop system; staff training for auditor roles	0	10	10	10	0	0	0
Wash constraints study: investigate potential for expansion of aquaculture in The Wash through assessment of factors limiting this activity and opportunities for development. Liaise with MMO on national aquaculture project.	0	20	20	0	10	10	0
Review of Wash Fishery Order 1992 Management Measures:	0	20	20	0	10	10	0
Total environment officer time required for Medium Priority projects	15	113	128	26	10	49	13

* Days on vessel account for 12 hour days (i.e. 1.5 days) rather than standard 7.5 hour days. This adjustment has been incorporated into the calculations.

Environment Officer Availability

Team	Total Days	Actual available days*
3 x Environment staff	630	500

* The environment department has one Senior Environment Officer and two Environment officers. Taking into account weekends, public and personal holidays, this team has a maximum total of 630 days available during 2013/14. Of these days, it has been estimated that 20% will be required to fulfil staff development requirements (including inductions, training and appraisals) and necessary administration duties (planning, managing, liaison and reporting). This leaves a total of 500 days Environment officer time available during 2013/14.

Planned Core Projects have been estimated to account for 481 days of Environment officer time; medium priority projects account for a further 128 days. These figures are greater than the actual available resource, so discussion is needed in terms of prioritising work and options for commissioning work to external consultants.

Vision

The Eastern Inshore Fisheries and Conservation Authority will lead, champion and manage a sustainable marine environment and inshore fisheries, by successfully securing the right balance between social, environmental and economic benefits to ensure healthy seas, sustainable fisheries and a viable industry



Planning and Communications Sub-committee

Action item 8

4 March 2013

Corporate Communications Plan 2013-14

Report by P J Haslam, CEO

Purpose of report

The purpose of this report is to present the corporate communications plan for 2013-14 to deliver engagement with stakeholders and to assure that Eastern IFCA is recognised and heard.

Recommendations

Members are asked to:

- **Approve** the corporate communications plan 2013-14
- **Approve-in-principle** the procurement of a mobile office/display trailer for development and subsequent submission to the Finance and personnel sub-committee.

Background

The corporate communications strategy identified a need to communicate the new remit of Eastern IFCA to many different groups including partners, opinion formers and stakeholders. To facilitate this, it was decided that it would be beneficial to develop a community engagement function which will also contribute towards meeting the Vision, Success Criteria, and High Level Objectives which IFCA must work to and be measured against. In addition to communicating our remit, we recognise the importance of listening to our stakeholders and ensuring their views are considered when we make decisions.

The key deliverables within the strategy are detailed in the table below with the associated activity planned in 2013-14 to assure their delivery.

CORPORATE COMMUNICATION PLAN 2013-14

Intent	2013-14 Activity			Q1	Q2	Q3	Q4
Measure initial awareness of the Eastern IFCA and the success of any communication efforts by commissioning a benchmarking survey	Achieved. Results delivered at Authority meeting 30 Jan 13 Interpret results of survey to target engagement activity.			•	•	•	•
Promote and attend quarterly proactive community engagement meetings throughout the district	First community meetings of 2013 achieved Review mechanism and venues for community meetings to assure productive engagement Schedule subsequent meetings following review			•	•	•	•
Attend country shows, fairs and other local events across the 3 counties to promote the Authority's work and develop stakeholder understanding of the role of the Eastern IFCA	Event	Dates	Venue	•	•	•	•
	Carp and Angling show	16-17 Mar	Norwich				
	Deepdale outdoor festival	20-21 Apr	Burnham Deepdale				
	East Anglian Game and Country Fair	27-28 Apr	Norwich				
	Cromer & Sheringham Festival	17-19 May	Cromer/Sheringham				
	Suffolk County show	29-30 May	Ipswich				
	Lincs County Show	19-20 Jun	Lincoln				
	Norfolk County Show	26-27 Jun	Norwich				
	Holkham Country Fair	27-28 Jul	Holkham				
Wells Carnival	3 Aug	Wells					

	<table border="1"> <tr> <td>Day</td> <td></td> <td></td> </tr> <tr> <td>Great Yarmouth Maritime Festival</td> <td>7-8 Sep</td> <td>Gt Yarmouth</td> </tr> <tr> <td>Aldburgh Food and Drink festival</td> <td>27 Sep – 13 Oct</td> <td>Aldburgh</td> </tr> </table>	Day			Great Yarmouth Maritime Festival	7-8 Sep	Gt Yarmouth	Aldburgh Food and Drink festival	27 Sep – 13 Oct	Aldburgh			•	
Day														
Great Yarmouth Maritime Festival	7-8 Sep	Gt Yarmouth												
Aldburgh Food and Drink festival	27 Sep – 13 Oct	Aldburgh												
	Investigate provision of robust display infrastructure (See Appendix 1)		•											
To engage with key professional stakeholders across 3 counties to raise awareness of the change of emphasis for the new IFCA's	<p>Conduct presentations to Leaders of constituent county councils to assure recognition and understanding of EIFCA role and utility</p> <ul style="list-style-type: none"> Lincolnshire 18 Feb 13 Suffolk 6 Mar 13 Norfolk (date tbc upon appointment of new leader) <p>Conduct review of finance with Financial Directors</p> <p>Identify and target key stakeholders and opinion formers</p>		•											
To write a public engagement section to be included in the Authority's Annual Plans	Reviewed and considered more appropriate to have bespoke communications plan.													
To produce a Communication & Engagement Strategy for 2012 - 2015 providing an overview of what we want to achieve	Achieved.													
To develop promotional materials, including presentations, appropriate to different stakeholder groups	<p>Promotional materials ordered to support outreach events.</p> <p>Presentations in development.</p> <p>Investigate production of short films to advertise the work of Eastern IFCA nested within the marine tapestry of the Eastern district.</p> <ul style="list-style-type: none"> Meetings and dialogue with Siri Taylor (Film maker) and John Worrall 		•											
			•	•										
			•	•										
			•	•										

	(Screenwriter) in progress Feb/Apr 13 •				
To develop and update a stakeholder database	Achieved. Review and update data base		•		•
To raise the profile of the Authority by developing relationships with local media and influential individuals; and through the use of social media and e newsletters	Develop contacts and raise e newsletters Actively manage social media to provide point to point communication on contemporary topics	•	•	•	•
To develop a channel for stakeholder feedback, enquiries and comment	Bright ideas forms developed and distributed. Community meetings to be scheduled. Ways of working revised to ensure 28 day response to queries	•	•	•	•
To develop content and work to ensure that the Authority's website is updated regularly	Actively manage current content Review and revise website structure and accessibility	•	•	•	•
To ensure questions and enquiries can be answered accurately by keeping abreast of developments within the Authority	Ongoing process	•	•	•	•
To encourage partnership working	Appropriate MoUs reviewed and re-signed • MMO 26 Jan 13 • ACPO 31 Jan 13 • Natural England ongoing Promote wider stakeholder attendance at Community meetings • MMO	•	•	•	•

	<ul style="list-style-type: none"> • Renewable Energy companies • Natural England • Environment Agency <p>Eastern IFCA attendance at other stakeholder meetings and events</p> <ul style="list-style-type: none"> • MMO district conference • Stour and Orwell Estuary group • Defra family working group • Association of IFCAs meetings • Chief Officers' Group • Defra European Marine Site Implementation Group 	<ul style="list-style-type: none"> • • • • • • 	<ul style="list-style-type: none"> • • • 	<ul style="list-style-type: none"> • • • 	<ul style="list-style-type: none"> • • •
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Financial Implications

Outreach events 2013-14

A community development budget of £20,400 has been agreed for 2013-14. This represents a 60% reduction from the budget set in 2012-13 and is judged appropriate for to fund attendance at the forecast activities and provide for sufficient support in terms of display infrastructure and promotional materials. An initial attendance budget of £2000 was agreed by Executive officers to enable attendance at the selected events but experience is showing that this may need to be increased to c£4000 as attendance fees vary significantly across the breadth of events with the county shows being particularly expensive. Officers are actively seeking efficiencies and accommodations to reflect our status as a public body. Similarly, opportunities presented by constituent councils attendance at the County shows are being used to drive cost reductions. Members should note that this is the first year that Eastern IFCA has sought to routinely attend local events and the experience will allow a more informed budget to be set in financial year 2014-15.

Infrastructure

To date Eastern IFCA has invested c£8500 in a 3m x 3m gazebo structure with appropriate branding, a touch tank aquarium with protective casing to enable the public to interact with sea life and various promotional materials including wristbands to endorse our messages. The intent is to ensure that our presence at the events is appropriately professional and reinforces the image of an informed and committed public body acting in the best interests of our stakeholders.

The gazebo structure whilst robust is a relatively temporary structure that is not entirely weatherproof and equally is not designed to be a long term display solution. It is proposed that a better solution which will provide greater overall utility to Eastern IFCA business is to seek to procure a display trailer. This would provide for a professional, robust and efficient means to attend regional promotional events. In addition, and it is judged, a much more compelling advantage is that a trailer would provide for a mobile office that would enable IFCA officers to routinely conduct stakeholder engagement throughout the district on a more enduring basis than the brief liaison visits conducted to date. Cornwall IFCA is actively considering a similar solution given the length and diversity of their coastline. A draft business case which has yet to be fully developed is a the Appendix to provide indicative rationale and costs. Members are requested to approve-in-principle the procurement of a mobile office/display trailer to enable full

development of a business case to be submitted to the Finance and Personnel sub-committee.

Conclusion

The intent laid out in the Corporate Communication strategy agree by the Authority in October 2012 has been translated into tangible activity in 2013-14 to deliver it. Members are recommended to approve the Corporate Communication plan.

Action Item 8

Planning and Communications Sub Committee

4 March 2013

Draft Business Case for procurement of a Mobile Office/Display Trailer

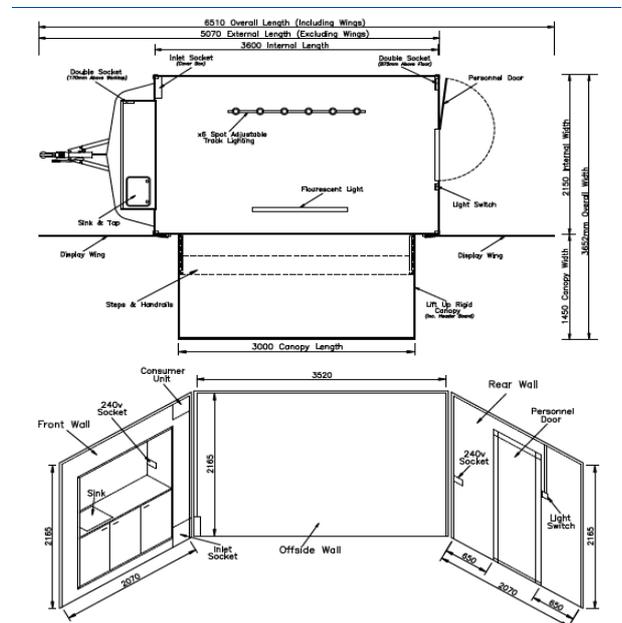
Overview

A proposal for the purchase of a dedicated display/ engagement trailer for use at ports, harbours, beaches, coastal communities and promotional events. This trailer will be used as both a static display and a mobile office.

There is an increased requirement for Eastern IFCA to be communicating, engaging and consulting with the public. The increased staffing levels and additional vehicles give rise for an opportunity for Eastern IFCA to operate a mobile office/ display trailer which will allow for a more visible presence around the district.

Options/Spec

- External length: 5.07m
- Internal length 3.6m
- External Width 2.15 m
- Maximum overall weight.: 2 tonnes
- Access: Lift up canopy door, no rear access
- Additional: Display wing panels, bi- fold doors



Page 3

Outline is of Tow Master 3.6 m Colorado trailer.



Image is of David Wilson Trailers 4.2 m display trailer.

Mobile office/Communication/consultation/engagement point.

The purchase of a display trailer would improve the current level of stakeholder engagement and education. If the trailer is equipped with bi-fold doors it will be possible to open the trailer up and still have a glazed, weather tight and powered mobile office providing a comfortable light space for officers to engage with stakeholders. This will allow officers to set up at different ports and harbours around the district. This would be used to:

- respond to particular issues (eg. Stour and Orwell MCZ consultation)
- to facilitate routine community engagement
- educational outreach
- provide a visible enforcement presence

The mobile office would be equipped with, power for computer and AV equipment.

Display stand.

The addition of a display trailer would greatly increase the ability of staff to attend events, reduced the amount of time required to prepare for attending events promote a sense of professionalism and protect both staff and display infrastructure from adverse weather conditions. It will act as a dedicated, weatherproof and ready-made display vehicle, which can be used at shows and events which, given the coastal nature of Eastern IFCA's work, are anticipated to be in exposed coastal environments. Currently it is anticipated that Eastern IFCA will attend at least eight promotional events a year and at least 16 community engagement events. With a reasonable projection of life of trailer being 10 years it is anticipated that there will be at least 240 routine occurrences of use.

Costs

Estimated costs range from: £5000 for the bare trailer with no internal fixtures (except wiring) to £15000, for a fully equipped trailer including fitted AV equipment and additional features¹.

Capital

Bare trailer: £5000

Super silent generator with built in invertors - £845

¹ Figure of £15000 quoted as top of the range off the shelf product from David Wilson Trailers (as pictured above).

Full external vinyl wrap (including side "display wings") £1000-3000 (dependent on complexity of design work).

Design of any display material £500-£1000

AV equipment c£500

Bi-fold doors £1000-£2000

Trailer: initial purchase £5-15K

Resource

Vehicle maintenance: A current trailers service and repair contract costs c£500 per year. It is anticipated that there will be a costs associated with preserving any displays materials.

Staff: Extra staff time may be accrued in manning the display during weekend events but this can be mitigated by appropriate line manager staff management action.

Towing vehicle: Existing assets are capable of towing any trailer procured.

Use as consultation space: Existing IT solutions provide for remote working via laptop computers.

Risk

Financial. The trailer is affordable within current funding provision both in terms of capital outlay and running costs.

Reputational. Reputationally the proposed procurement presents both opportunities and risks. It will provide a flexible, enduring asset that will make routine engagement with our stakeholders straightforward and more professional, Furthermore, being able to engage with stakeholders whilst they go about the usual business will be less burdensome for them and may provide for better communications more frequently. It may also help to overcome the difficulties surrounding bespoke travel to remote venues for evening meetings that often cause the current community meeting to be poorly attended. Similarly, it will allow a mechanism for more officers to engage more frequently with stakeholders by dint of rotational of personnel manning the mobile office. The provision of such an asset will certainly assist with assuring that Eastern IFCA is recognised and heard.

There is a risk that the procurement of a trailer may be viewed as affluent in the current climate of financial austerity. This can be mitigated by ensuring that well found plans are laid to assure the vehicle is routinely and regularly used.