



## **Planning & Communication Sub-Committee Meeting**

**To be held at:**

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

**26<sup>th</sup> February 2014  
1030 hours**

Meeting: **Planning and Communication Sub-Committee**

Date: 26 February 2014

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."*

### **Agenda**

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

### **Action Items**

- 4 Election of Vice Chair
- 5 Minutes of the Planning and Communication Sub-Committee meeting on 11<sup>th</sup> March 2013
- 6 Matters Arising
- 7 Annual plan 2014-15 - *CEO*
- 8 Communications report 2013-14 - *CEO*
- 9 Corporate communication plan 2014-15 - *CEO*
- 10 Capital asset review update - *HOMP*

### **Information Items**

- 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  
11 Feb 14

## 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 Monday 11<sup>th</sup> March, 2013 at the Eastern IFCA office, King's Lynn

### Members Present:

Mr Peter Barham	Chair	MMO Appointee
Mr Shane Bagley		MMO Appointee
Dr Stephen Bolt		MMO Appointee
Cllr Hilary Cox		Norfolk County Council
Mr Roger Handford		Environment Agency
Mr Neil Lake		MMO Appointee
Mr Tom Pinborough		MMO Appointee
Cllr Ken Sale		Suffolk County Council
Mr Rob Spray		MMO Appointee
Mr Stephen Worrall		MMO Appointee

### Eastern IFCA Officers Present:

Philip Haslam	Chief Executive Officer
Eden Hannam	Head of Marine Conservation
Ron Jessop	Head of Research
Judith Stoutt	Head of Marine Environment

### **P&C13/01 Welcome by the Chair**

The Chair welcomed everyone to the meeting.

### **P&C13/02 Apologies for Absence**

Apologies were received from Conor Donnelly (Natural England), it was also noted that due to the weather conditions Cllr Cox and Messrs Spray and Worrall were running late.

### **P&C13/03 Declaration of members' interests**

There were no declarations of interest.

### **P&C13/04 Minutes of the Planning & Communication Sub-Committee meeting held on 27<sup>th</sup> June 2012**

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

### **P&C13/05 Matters arising**

There were no matters arising.

### **P&C13/06 Annual Plan 2013-14**

Members were reminded that it is a MACAA requirement to produce the Annual Plan each year. The template used in previous years had been followed, however the CEO was keen to ensure that the planning effort was owned by all officers rather than simply the Executive level. Similarly,

it was essential that all planned activity was nested within a wider strategic plan that delivered not only Defra mandated outputs but also tackled local issues and concerns.

The CEO also worked through the priorities and how these were linked to risks. The largest risk being the possibility that New Burden funding could come to an end in March 2015. Dr Bolt was able to advise that he had verbal agreement from Defra that New Burden funding would end but there would be funding given through Local Government however there is no guarantee this will be passed on to IFCA's. Whilst Dr Bolt hoped more formal confirmation would be forthcoming he added that he would be very surprised if there was as much funding available post April 2015. Taking these comments into account the CEO advised that if there was less funding available then the burden would also have to be reduced.

Further discussion took place regarding ensuring suitable qualified personnel were employed and remain engaged in their work, the revised EMS approach, work on the byelaw review and the ongoing purchase of suitable vessels.

*At this point Mr Worrall and Cllr Cox arrived.*

Mr Pinborough questioned how long an MMO appointee remains in office, as he believed there was a risk if all MMO appointees could be replaced as there would be no continuity. There was some discussion regarding the length of service but no positive outcome, if was agreed this should be investigated.

Priorities for the year were discussed which prompted discussion on Project Inshore. It was anticipated the critique session would begin within the next month and the final outcome and road map of inshore areas would be available within a couple of months.

*At this point Mr Spray arrived.*

The CEO finished by advising that in order to minimize the opportunities for negative media reports the Annual Plan should be seen as the 'Marching Orders' for EIFCA, which will be tracked throughout the year by the executive team and reports on progress made to the Authority.

**Members agreed to approve the Annual Plan and thanked the CEO and officers for a job well done.**

**PC13/07 Research & Environment Plan 2013-14**

It is a Defra requirement for each IFCA to have a Research & Environment Strategy, in addition to this the Officers had prepared a Research & Environment Plan which was based around the need to link the vision with the yearly operational plan.

Initially the strategy was given consideration and as there were no amendments forthcoming it was agreed this would be put to the full Authority meeting in June.

The R&E Plan was essentially a presentation of the work streams coming through and highlighted that there were too many projects for the available timeframe. Members were asked to make a decision on which projects should be taken forward. To assist with the decision making process the core work had been calculated into officer time giving a balance of officer time available for discretionary projects. Members were

asked to decide on the projects to be done in the available time. In addition to this there were two proposed Wash fishery focused projects both of which would take a considerable amount of time, as there was only time available for one of them a decision needed to be made which project should be worked on in 2013-14.

There was considerable discussion on the projects available including the amount of time already being spent in the Wash on core projects and the need to ensure there was coverage throughout the entire district. There was also the necessity to meet the HLO to balance the needs of different stakeholders not just the minority. The possibility of partnership working was considered, but whilst in principle the idea is sound, in practice it is more complicated and would involve competing priorities and financial constraints. It is important for EIFCA to be 'the master of its own destiny' and have the ability to complete tasks in the appropriate timeframe and by personnel recognized for their ability to do the job well. The possibility of using data already collected by other bodies was also considered, however this too was thought to be less than ideal as it would still need the time to be analysed and as it would not be a bespoke project it would not be geared to the specific questions EIFCA needs to answer. It was acknowledged there may be some gain from using volunteers to collect data for specific projects, but this would still need clear guidelines and commitment to meeting timeframes.

The two cockle projects were considered. One project was to monitor the Atypical mortality in cockle stocks and the other to examine the annual growth change in cockles. The mortality study would involve monitoring the mortality rate on public beds until such a time as they reached a level where it would be necessary to increase the quota to be fished from a specific sand before they are lost as a result of Atypical mortality. In comparison the growth rate study involves carrying out additional surveys after the spring surveys to assess the level of growth in that time as it could affect the data on which the method of fishing is decided.

Whilst the officers believed these were individual projects Mr Lake felt the two projects were interlinked, whilst he gave a reasoned explanation of this it was noted that the two projects were carried out in different ways and were therefore, separate large projects.

Discussion on the pros and cons of the two cockle projects was comprehensive and took account of the views of all those present. It was apparent there was support for both projects at which time it was questioned whether or not the Wash Fishery Order (WFO) Fund could be used to fund one of the projects. The CEO advised that if the members give him direction to use the WFO funding for one of the projects then he would need the agreement of the majority of Entitlement Holders to go ahead.

Members voted on which project should be given priority there was 1 vote for the mortality study and 8 votes for the growth rate study. It was agreed that the growth rate study would take priority with the CEO investigating carrying out the mortality study by outsourcing using WFO funds.

**Following extensive discussions members made the following decisions:**

- **Members Agreed to the outline for the Eastern IFCA Research & Environment Strategy and that it should be put to the full authority meeting in June for their consideration.**

- **Members noted there were more requests for environment / research projects than the EIFCA resources could deliver.**
- **Members agreed to the priority list of projects with regulatory requirements for the annual research and environment plan**
- **Members agreed to direct the CEO to look at the option to carry out both cockle studies taking into account the need for additional financial resources – All Agreed.**
- **Members noted there were only 160 discretionary officer days for research projects and 20 for the environment team.**
- **Members agreed the priority list for discretionary projects for 2013/2014 for the Research team would be:**
  - 1. Byelaw Review – Review of the extent of mono-filament netting activities in the District.**
  - 2. Crab/lobster bio-sampling**
  - 3. Juvenile fish monitoring programme**

**Proposed: Mr Stephen Worrall**  
**Seconded: Mr Tom Pinborough**  
**1 abstention all others in favour**

**For the Environment team priorities would be:**

- 1. Input towards Eastern IFCA byelaw review**

**Proposed: Mr Neil Lake**  
**Seconded: Mr Tom Pinborough**  
**All agreed**

- **Members agreed to delegate to the Chair of the Planning & Communications Sub-Committee the ability to sign of a completed Research & Environment Plan 2013-14.**

**Proposed: Dr Stephen Bolt**  
**Seconded: Cllr Hilary Cox**

**PC13/08**

**Corporate Communication Plan 2013-14 and recommendations for supporting infrastructure**

The Corporate Communication Strategy had previously been agreed at the statutory meeting this plan considers what can be delivered during the year.

Whilst there are currently a round of Community Engagement Meetings being held on a quarterly basis these were mainly being attended by members of the fishing industry. In order to meet the need to communicate the new remit of Eastern IFCA to different groups including partners, opinion formers and stakeholders the CEO advised that he intended to attend outreach events throughout the district. In order to give a professional image it was necessary to have the appropriate infrastructure available. To date an exhibition gazebo with EIFCA branded covers and a touch tank had been purchased. In addition to this the CEO asked members to consider the purchase of a mobile office. This would

enable him or other officers the flexibility to get to where the stakeholders are, for example at a beach car park or an official RSA fishing event.

Members discussed the possibility of a joint purchase with the MMO or investigation purchasing a secondhand one. Both of which the CEO was happy to investigate providing he had agreement in principle to the purchase of one.

**Members agreed to approve the corporate communication plan for 2013-14.**

**Proposed: Cllr Hilary Cox**

**Seconded: Mr Lake**

**All Agreed**

**Members approved in principle to the procurement of a mobile office/display trailer for development and subsequent submission to the Finance & Personnel sub-committee.**

**Proposed: Cllr Ken Sale**

**Seconded: Cllr Hilary Cox**

**All Agrees**

**PC13/09 Feedback from Community Engagement Meetings**

The CEO was optimistic that the meetings were working but they were lacking in that they were not capturing members of conservation bodies and recreational sea anglers. Attendance was varied depending on the items being discussed, but all requests were logged and a feedback loop was in place.

Cllr Cox added that she believed the Cromer fishing industry were now more communicative and appreciated being talked 'with' rather than talked 'at'.

**PC13/10 Defra EMS Communication & Stakeholder plan**

Dr Bolt advised Defra had had a change of approach to European Marine Sites. Defra had produced a draft Communication & Stakeholder Plan which sets out why there has been a change of approach and the timeframe involved. It also advised that IFCA's would have to report quarterly on red sites, this would be followed by reporting on amber sites.

The draft was not final and there was the option to feedback comments through the AIFCA. However, each IFCA should have received a letter that set out the expectations of them prior to 2015/16.

**PC13/11 Any Other Business**

There was no other business.

The meeting closed at 1328 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



## **Planning and Communications Sub-committee meeting 26 February 2014**

### **Action Item 7**

**18 February 2014**

### **2014-15 Annual Plan**

**Report by:** P J Haslam, CEO

### **Purpose of report**

The purpose of this report is to submit the draft Annual plan for 2014-15 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.

### **2014-15 Plan**

The plan for 2014-15 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 remains consistent with the 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**

There are 9 priorities for the Authority in Eastern IFCA 2014-15:



- **to continue investments in staff to preserve appropriate subject matter expertise;**
- **to complete the process of transition from Sea fisheries Committee to Inshore Fisheries and Conservation Authority;**
- **to ensure that the conservation objectives of Marine Protected Areas in the region are furthered by delivering fisheries management measures for 'Amber and Green' designated features within European Marine Sites (EMS) within the mandated timeframe;**
- **to ensure that sea fisheries resources are exploited in a sustainable way by continuing the 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 promote sustainable development through a project to rejuvenate previously productive fishing grounds;**
- **to balance the needs of all within the fishery by developing RSA strategy in light of A2012;**
- **to support the viability of industry by driving individual applications through the Wash Fishery Order shellfish lay allocation process;**
- **to discharge responsibilities under the Wash Fishery Order (1992) and consider a review of its provisions;**
- **to continue the Seagoing Assets Review and to procure the second enforcement vessel.**

These represent continuing legislative activity to achieve expected fisheries management and conservation outcomes and also activities central to creating the right conditions for continued Eastern IFCA effectiveness and success. Executive officers will regularly review the priorities to ensure progress is tracked and any opportunity to elevate other tasks for delivery in 2014-15 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 remains uncertainty of funding despite the 1 year extension to provision of New Burdens funding.

### **Conclusion**

Last year provided an endorsement for the IFCA construct and there is wide acknowledgement that the concept works and nationally IFCAs have been seen to deliver. This year presents both opportunities and risks and the parliamentary report into operations and conduct will provide a focus. 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.

### 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

18 February 2014

### Corporate Communications Report 2013-14

Report by P J Haslam, CEO

#### Purpose of report

The purpose of this report is to present the outputs of corporate communications plan for 2013-14.

#### Recommendations

##### Members are recommended to:

- **Approve** the corporate communications report 2013-14.
- **Direct** that it be published online.
- **Acknowledge** the pivotal support provided by members of the fishing community in enabling Eastern IFCA outreach events.

#### Background

The Authority approved the communications plan for 2013-14 with a view to increase the visibility of Eastern IFCA and to ensure that local tax payers were informed about the purpose and function of the Authority. Significant efforts were made in 2013-14 and are reflected in the attached report.

#### Analysis

The last year of community engagement and public outreach was a key deliverable in ensuring that the transition to the IFCA construct was acknowledged and recognized throughout the district. The commitment of officers to the plethora of events that were attended has been significant but was necessary in order to gauge where and how to best engage with the greatest cross section of stakeholders. The experience of the last year has been used to inform the planning for this year to enable Authority officers to apply time and resources judiciously to best advantage.

#### Conclusion

The intent of Authority members to raise the profile and understanding of Eastern IFCA has been achieved. The notable resource commitments of last year are judged to be appropriate for the results gained and have given a firm platform from upon which subsequent outreach activity can be built.

Appendices:

1. Eastern IFCA Communications report 2013-14

### **Vision**

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## **Planning and Communications Sub-committee**

## **Action item 9**

18 February 2014

### **Corporate Communications Plan 2014-15**

**Report by** P J Haslam, CEO

#### **Purpose of report**

The purpose of this report is to present the corporate communications plan for 2014-15 to deliver engagement with stakeholders and to assure that Eastern IFCA is recognised and heard.

#### **Recommendations**

##### **Members are recommended to:**

- **Approve** the corporate communications plan 2014-15

#### **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 attached plan with the associated activity planned in 2014-15 to assure their delivery.

#### **Conclusion**

The intent laid out in the Corporate Communication strategy agreed by the Authority in October 2012 has been translated into tangible activity in 2014-15 to deliver it. Members are recommended to approve the Corporate Communication plan.

Appendices:

2. Eastern IFCA Communications plan 2014-15

### **Vision**

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## **Planning and Communication Sub-Committee**

## **Action Item 10**

**26<sup>th</sup> February 2014**

**Report by:** Julian Gregory, Head of Marine Protection

### **Capital Assets Review Update**

#### **Purpose of report**

To provide members with an update on the procurement of vessels and vehicles.

#### **Recommendations**

Members are asked to note the content of this report.

### **Vessels**

#### **Enforcement Vessels**

##### **Background**

At the 8<sup>th</sup> Eastern IFCA meeting held on 30<sup>th</sup> January 2013 a paper was presented which recommended that two cabin RIBs were procured to fulfil the enforcement function previously undertaken by *FPV Protector III*. Given that no other IFCA had operated such vessels it was acknowledged that despite extensive research it was still necessary to undertake trials to confirm the suitability of such vessels for the role. Given the element of experimentation involved it was recognised that such an approach may result in a requirement to modify or replace the first vessel to be purchased.

Following the presentation Members resolved to:

- Agree that a cabin RIB, or hybrid thereof, is adopted as the preferred option.
- Agree that a Vessel Procurement Panel is established comprising Chair of the Authority, Chair of the Finance & Personnel sub-committee, CEO and Head of Marine Protection.
- Agree that the Vessel Procurement Panel is authorised to oversee and approve the procurement of an enforcement vessel utilising the most appropriate methodology in accordance with relevant procurement legislation and the Authority's Financial Regulations.
- Agree that a second vessel will be operated but that any decision on the long term future of any interim vessel is taken at a later date by the Vessel Procurement Panel, when more information is available (e.g. detail of vessel purchased, suitability for the role etc.).

As a consequence of these decisions a Redbay Stormforce 11m cabin RIB was procured during the spring of 2013 and was delivered at the beginning of May. Significantly, the purchase was achieved at an advantageous price due to the vessel being a cancelled order and having been on the market for some time.

Having operated throughout the district during the summer the vessel was formally named *FPV John Allen* at a formal ceremony at Suffolk Yacht Harbour in Levington, Suffolk on 19<sup>th</sup> September 2013.

#### Assessment of Capability

A formal assessment of the capabilities of *FPV John Allen* has been undertaken and it is judged that whilst the vessel has some drawbacks, it meets many operational requirements and in particular is an excellent sea boat, which provides a comfortable platform from which to provide a visible presence and to monitor activity. In particular the ability to sustain a high cruising speed relatively economically in varying conditions means that transit times are reduced and operational opportunities are increased as a consequence.

Lessons have been learnt throughout the summer of 2013 and some minor modifications have been made to the vessel with the addition of extra handrails to facilitate boarding.

Some shortcomings have been identified, primarily in the ability to board smaller vessels or vessels with particular fishing gear deployed. Factors which contribute to this are the size of *FPV John Allen*, visibility from the helm (particularly on the port quarter due to the toilet compartment), the raised deck and protrusion of the cabin towards the outboard extremities of the vessel and the reduced manoeuvrability provided by stern drives when compared with water jets.

It is concluded that the lessons learnt will lead to the specification for a second vessel to include an external helm position, water jet propulsion, an inflatable or foam tube/fendering around the vessel (including the bow) and a cabin set further inboard to create a walk round deck below the level of the tubes.

It should be noted that whilst valuable lessons have been learned from trialling *FPV John Allen*, the proposed changes in specification for the second vessel do not necessarily mean that the former is not fit for purpose. The formal assessment of *FPV John Allen* has provided an objective view of her capabilities and when considered alongside such factors as value for money it is likely that she will be retained in the short to medium term. It is envisaged that comparison of the second (yet to be procured) vessel will provide a comparator that will inform a final recommendation for consideration by the Vessel Procurement Panel.

#### Procurement of Second Vessel

Having learned the lessons from operating *FPV John Allen* officers identified a cabin RIB currently built by Delta as having the desired characteristics and specification for the second vessel. Officers undertook an extensive sea trial of the vessel during January 2014 and concluded that a vessel of that type would be suitable.

It is intended to draw up a specification to commence the procurement process with a view to going to the market place to tender for a vessel during 2014.

#### **Rigid Inflatable Boats (RIB)**

The Authority currently owns two RIBs, *FPV Pisces* and *Runner*. The latter is a smaller boat which is not MCA coded and has been used as a tender for *RV Three Counties*. Assessment of a recent engine failure indicates that it is likely to be expensive to repair and this combined with the overall age and condition combined with its projected life ending in 2013/14 means that it has reached the end of its useful life and will be disposed of.

*FPV Pisces* has undergone some refurbishment work during 2013/14 which, combined with the provision of new engines some five years ago, has had the effect of extending her useful life. The refurbishment works has included the addition of lifting points to

enable the vessel to be carried by *RV Three Counties*, which has enabled *Pisces* to replace *Runner* as the tender to the larger vessel. Because *Pisces* is a larger than *Runner* and is MCA coded enabling independent operation, this has effectively enhanced the overall operational capability of *Three Counties*.

### **Vehicles**

The Authority currently operates a pool of eight vehicles, three of which were scheduled for replacement in 2013/14 and a budget of £60k has been established to achieve this.

Recent changes in staff and a pending review of structure have contributed to the need to review options for vehicle replacement and a project is currently underway to help inform the way forward. This includes an assessment of the most appropriate types of vehicles required for each function and as a consequence it is likely that there may be changes to vehicle specifications. These are likely to include a requirement for more robust vehicles for Area Officers (e.g. crossover or 4x4 vehicles) and a replacement 4x4 with the capability to tow the maximum road weight permitted (3.5 tonnes) to cater for future towing requirements during the lifespan of the vehicle.

### **Background documents**

Minutes of the 8<sup>th</sup> EIFCA meeting of 30<sup>th</sup> January 2013