



**Planning & Communication
Sub-Committee Meeting**

To be held at:

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

**25th February 2015
1030 hours**

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

Date: 25 February 2015

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 Minutes of the Planning and Communication Sub-Committee meeting on 25 February 2014.
- 5 Matters Arising
- 6 Annual plan 2015-16 - *CEO*
- 7 Communications report 2014-15 - *CEO*
- 8 Communications plan 2015-16 - *CEO*

Information Items

- 9 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
10 Feb 15

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 26th February, 2014 at the Eastern IFCA office, King's Lynn

Members Present:

Mr Peter Barham	Chair	MMO Appointee
Mr Shane Bagley		MMO Appointee
Dr Stephen Bolt	Vice Chair	MMO Appointee
Cllr Hilary Cox		Norfolk County Council
Mr Paul Garnett		MMO Appointee
Mr Roger Handford		Environment Agency
Mr Tom Pinborough		MMO Appointee
Mr Rob Spray		MMO Appointee
Mr Tony Turner		Lincolnshire County Council

Eastern IFCA Officers Present:

Philip Haslam	Chief Executive Officer
Julian Gregory	HoMP

P&C14/01 Welcome by the Chair

The Chair welcomed everyone to the meeting and enquired if there were any matters which anyone wished to raise under Any Other Business. There were none.

P&C14/02 Apologies for Absence

Apologies were received from Conor Donnelly (Natural England), John Stipetic (MMO), and Messrs Stephen Worrall and Koen Vanstaen (MMO Appointees)

P&C14/03 Declaration of members' interests

In addition to the declarations of interest already lodged Peter Barham advised that he had a new role, acting on behalf of Sub-Sea Cables UK, the aim was to make them more environmentally aware and sustainable.

P&C14/04 Election of Vice Chair

Volunteers for the role of vice-chair were asked for.

Dr Bolt proposed himself, and was seconded by Cllr Cox.

It was therefore resolved that Dr Bolt be given the role of Vice-Chair to the sub-committee.

P&C14/05 Minutes of the Planning & Communication Sub-Committee meeting held on 11th March 2013

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

Proposed: Councillor Cox

Seconded: Rob Spray

P&C14/06 Matters arising

P&C13/06 ANNUAL PLAN 2013-14:

- Dr Bolt confirmed that the Minister had formally announced New Burden Funding would be temporarily extended for 1 year to 2016. The status of continued funding from Defra is still unclear and the AIFCA will continue to maintain the pressure for sustainable long term funding.
- The length of term to be served by MMO Appointees was raised. The initial appointment was for a four year term after which a review will be conducted with a view to renewing the position annually up to a maximum of 10 years. There was concern that under these guidelines all appointees could opt to leave at the same time which would hazard continuity at Authority level for on-going projects. There was discussion on whether IFCA's should have input into the MMO decision making process when it comes to appointees, such as advising which skill set is lacking amongst Authority members. There was also confusion as to which body goes around the district looking for potential Authority members, IFCA's or MMO. It was generally agreed that members felt the Chair & CEO should be able to have input into the type of skill sets required amongst members but decisions should not be made based on personality. Mr Handford advised that the EA were undertaking a restructure, as a result his post would not exist in 6 months time therefore he did not know if he would be able to remain as a member of the Authority.

P&C13/07 RESEARCH & ENVIRONMENT PLAN 2013-14

- The Chair enquired whether there was an update on the outcome of the two cockle projects which were undertaken, the CEO advised the Annual Research report was in the process of being written, it would be presented at the Authority Meeting in April 2014.

P&C14/07 Draft Annual Plan 2014-15

Members were reminded the Annual Plan is a mandated Defra requirement which sets out the Authority's priorities for the year. The document had been produced using a similar template to the previous year, it was however anticipated that next year's plan would look quite different as by then the HLOs should be imbedded. Progress to date had been highlighted in the Strategic Planning section, this made it easier to see where further work needed to be done. It was also noted that the strategy for moving forward needed to be a joint endeavour for relevant bodies in the Eastern Region, Roger Handford suggested it may be worth investigating the 'Fishing For Life' strategy which the EA and Defra had launched.

The CEO worked through the 9 priorities for the year explaining to members why they were priorities and how they could be achieved. Dr Bolt requested that the third one be slightly amended to include tranche 2 & 3 of the MCZ process. He also felt an additional section should be added to the Annual Plan to promote the importance of EIFCA in how its feedback directs and influences Defra at a national level. Other small changes were required to the page setting out the membership of the Authority.

Level of staff turnover was noted as a 'risk', the question was asked what was being done to encourage staff to stay longer and whether this would be addressed when replacing the 3 posts currently vacant. The CEO advised that with regard to the vacant posts he believed there needed to be some rebalancing at Officer level. A revised structure would be presented to Authority members for approval. In terms of addressing the quick turnover of staff the CEO advised they had taken steps to address this by giving individuals projects for which they were responsible in the hope this would provide greater job satisfaction, he also hoped to attract local people as well as providing a structure which allowed for development and promotion in-house.

There was further debate around regulating the Le Strange Fishery if they fail to meet the requirements of NE and what effect the Eastern Marine Plans may have on the workload when they came into force.

The Chair then raised a few queries of his own on points of clarity and some comments raised by Stephen Worrall in his absence. It was requested that under Success Criterion 5.1c the action should state that the Annual Report will contain evidence of the work which was ongoing and had been completed.

Shane Bagley questioned whether the outcome of the cockle growth rate project would be circulated. It was acknowledged that this was being written up, and that whilst the outcome was not known it was accepted that in the event of a significant die off there may be the need for a contingent fishery which would be achieved by calling an emergency meeting. Shane Bagley asked whether it was possible to have the necessary paperwork in place to avoid waiting for a fishery to be opened, the CEO felt the relationship with NE would allow for streamlined communication.

Members Agreed to approve the Annual Plan 2014/2015 subject to the requested amendments being made.

Proposed: Dr Bolt

Seconded: Tom Pinborough

PC14/08

Communications Report 2013-14

The report essentially provided background on what had been achieved during the year. A number of outreach events had been conducted with the aim of reintroducing/introducing EIFCA to stakeholders. The initial outlay for infrastructure had been made which the CEO was confident would provide at least 10 years' service, providing it was looked after. It was noted that some of the events attended had been significantly more expensive than others and at the larger events the EIFCA stand had seemed quite anonymous, the CEO therefore proposed to concentrate attendance at smaller coastal marine focused events where EIFCA would have a larger impact.

The Chair requested that a note be added to explain how and why the 10 major communication and engagement priorities for 2012/2013 had been arrived at.

It was Agreed that the Communication & Engagement Report be approved subject to the changes discussed.

Proposed: Rob Spray

Seconded: Tom Pinborough

PC14/09 **Corporate Communication Plan 2014-15**

One of the HLO's applicable to IFCA's was to be recognised & heard and to engage with stakeholders. Whilst this has been achieved on many levels there were still some stakeholders which have not been reached, it was these who would form the priority for 2014-15. In pursuit of this, focus was being applied to conservation stakeholders and a joint event was being planned with RSPB at Titchwell Reserve on 6th August. Similarly discussions were ongoing with local Wildlife Trusts to develop plans for EIFCA contributions to National Marine Week.

Dr Bolt advised members that following a national meeting with the Defra family which individual IFCA's attended it had become apparent similar meetings could be beneficial on a local level, he therefore suggested a paragraph be added to the plan as this could have some resource implication.

The Chair queried the clarity of the first paragraph on page 7 and requested that the wording be altered from 'have particular resonance' to 'are High Priority'.

Members agreed to approve the corporate communication plan subject to the requested amendments.

Proposed: Dr Bolt

Seconded: Tom Pinborough

PC14/10 **Capital Asset Review Update**

This was essentially a matter of report.

VESSELS: A review of the seagoing assets was on going with lessons being learnt from FPV *John Allen* before a further vessel is purchased. A trial had taken place on a Delta RIB which initially seemed to meet all the requirements. The procurement process would begin shortly, with the estimated price being £300,000, which would mean both vessels would have been purchased using the proceeds from the sale of FPV *ESF Protector III* rather than the reserves.

The next vessel to be considered would be RV *Three Counties*. The CEO had been onboard the vessel during the refit and was able to report it was very sound and still fit for purpose. The HoMP felt that with the drive to share assets the first question to be considered should be 'Do we need a Research Vessel?', at which point it would need to be questioned whether the vessel was fit for the long term or whether the Authority should accept there are some design limitations and sell the vessel whilst it remained in a saleable condition.

VEHICLES: The Authority had a pool of 8 vehicles of which 3 or 4 were due to be replaced this financial year, consequently a report had been prepared to make recommendations on what the vehicles should be replaced with. This was a strictly capability based project and the solution should be the best fit for the job. Financing replacement vehicles had also been considered and it was felt purchasing through the Preferred Purchasing Scheme was most cost effective.

Members Agreed to note the report.

PC14/11 **Any Other Business**

There was no other business and the meeting closed at 1212 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



Action Item 6

Planning and Communications Sub-committee meeting

25 February 2015

2015-16 Annual Plan

Report by: P J Haslam, CEO

Purpose of report

The purpose of this report is to submit the draft Annual plan for 2015-16 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.

2015-16 Plan

The plan for 2015-16 has used the Defra recommended 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 and 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 8 priorities for the Authority in Eastern IFCA 2015-16:

- 1. to continue investments in staff to preserve appropriate subject matter expertise;**
- 2. 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 and formulating potential management measures for Tranche 2 candidate Marine conservation zones (MCZ);**
- 3. to ensure the sustainable exploitation of sea fisheries resources by continuing the comprehensive byelaw review process guided by the strategic assessment of fisheries within the district with a focus upon Bass and Whelk management in the first instance;**
- 4. to promote sustainable development through a project to rejuvenate previously productive fishing grounds;**
- 5. to continue the Seagoing Assets Review and to introduce into service a second enforcement vessel;**
- 6. to ensure that the marine environment is protected from the effect of exploitation by reviewing district wide bio-security measures;**
- 7. to balance the needs of all within the fishery by assessing the risk to Common Rights Holders;**
- 8. to promote sustainable development of process to issue WFO Entitlement and explore cost recovery mechanisms**

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 2015-16 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 central government funding despite the 1 year extension to provision of New Burdens funding.

Conclusion

This year presents opportunities for Eastern IFCA to demonstrate its utility across the breadth of its remit. The parliamentary report into operations and conduct will provide useful context and focus. Now fully into our stride as a regulatory Authority, 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.

Appendix:

1. Draft Annual Plan 2015-16

Vision

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Planning and Communications Sub-committee

Action item 7

25 February 2015

Corporate Communications Report 2014-15

Report by P J Haslam, CEO

Purpose of report

The purpose of this report is to present the outputs of corporate communications plan for 2014-15.

Recommendations

Members are recommended to:

- **Approve the corporate communications report 2014-15.**
- **Direct that it be published online.**

Background

The Authority approved the communications plan for 2014-15 with a view to maintain the visibility of Eastern IFCA generated in 2013-14 and to seek out and engage with "harder to reach" stakeholders. Significant efforts were made in 2014-15 with a much reduced budget and the activities are reflected in the attached report.

Analysis

Building on the successes of 2013-14 and with a suite of display infrastructure bolstered by the addition of the display trailer, the intent of the year was to maintain existing links and to target more remote marine users who do not routinely attend formal Community Engagement meetings. Using the display trailer, officers have been enabled to visit bespoke locations such as Wildlife Trust and RSPB sites, at low cost, to successfully draw the opinions and observations of a greater cross section of the stakeholder populace. Similarly, the display trailer has enabled dialogue with commercial fishermen in home ports which has captured more participants and enabled those less vocal to air their views without interference.

Conclusion

Eastern IFCA has continued to accommodate and commit wholesale to Outreach events throughout the district to ensure that the Authority's work is recognised and heard. Investments in display infrastructure are returning a dividend in terms of stakeholder understanding and value of the work of the IFCA.

Appendices:

1. Eastern IFCA Communications report 2014-15

Vision

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Action item 8

Planning and Communications Sub-committee

25 February 2015

Communications and Engagement Plan 2015-16

Report by P J Haslam, CEO

Purpose of report

The purpose of this report is to present the communications and engagement plan for 2015-16 to deliver engagement with stakeholders and to assure that Eastern IFCA is recognised and heard.

Recommendations

Members are recommended to:

- **Approve the communications and engagement plan 2015-16**

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 IFCAs 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 2015-16 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 2015-16 to deliver it. Members are recommended to approve the Communication and Engagement plan.

Appendices:

2. Eastern IFCA Communications plan 2015-16