



# **Communication & Engagement Report**

## **Financial year 2013-14**



Eastern IFCA's mobile tank at the Cromer & Sheringham Crab & Lobster Festival with CEO Phil Haslam© Eastern IFCA 2014

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## Foreword

The annual communications and engagement report provides an overview of the key actions that the Eastern Inshore Fisheries and Conservation Authority carried out to further the reputation of Eastern IFCA and achieve stakeholder engagement objectives during financial year 2013-14.

The creation of the Authority on 1 April 2011 provided a real opportunity to engage with and encourage the involvement of local people in the management of the marine environment within its district. This change was a unique opportunity to establish a centre of excellence, recognised locally, nationally and internationally for the development and implementation of best practice in relation to the local management of the marine environment.

Now in its third year and, with a dedicated Communications & Development Officer in post, Eastern IFCA has achieved success in reaching a wider breadth of stakeholders. From Non-Governmental Organisations (NGOs) at a joint conference and local stakeholders at regional marine events to good news stories featured in a range of media, the Authority has taken a great leap forward in fulfilling in being 'recognised and heard'.

The Authority is majority funded through a levy on the County Councils of Suffolk, Norfolk, and Lincolnshire. The establishment of the Authority at the most significant period of fiscal austerity for a generation has provided significant challenges but Eastern IFCA has succeeded in delivering the Communication & Engagement Plan on time and on budget.

This is the Authority's first dedicated Communication & Engagement report. We welcome feedback on this document from individuals and organisations interested in our work so that we can meet your needs in the future.



Phil Haslam  
Chief Executive Officer



Councillor Hilary Cox  
Chairman

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## Overview

The Eastern Inshore Fisheries and Conservation Authority was created under Section 150 of the Marine and Coastal Access Act 2009 (MaCAA 2009) and was fully vested on 1<sup>st</sup> April 2011. The IFCA District was created under Section 149 of the Act.

The Authority district extends seawards six nautical miles from the Haile Sand Fort off the coast of Lincolnshire to Felixstowe in Suffolk. This includes The Wash embayment and river estuaries including the Stour and Orwell in Suffolk, totalling almost 3,800 km<sup>2</sup>. The district encompasses the full suite of both UK and EU Marine Protected Areas including Sites of Special Scientific Interest, Special Protected Areas, Special Areas of Conservation, as well as Ramsar and Areas of Outstanding Natural Beauty.

There were ten major communication and engagement priorities for the Authority during 2012-13;

1. To use the results of the benchmarking survey commissioned to guide the Authority's communication activities
2. To promote and attend quarterly proactive community engagement meetings throughout the district
3. To 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
4. To develop promotional materials, including presentations, appropriate to different stakeholder groups
5. To design and purchase appropriate display infrastructure for outreach events
6. To develop and update a stakeholder database
7. 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
8. To develop a channel for stakeholder feedback, enquiries and comment
9. To develop content and work to ensure that the Authority's website is updated regularly
10. To encourage partnership working

These priorities have been established to effectively work towards the relevant Defra success criteria and their associated high level objectives (HLOs). These provide the guiding principles for continued development over the coming years, as well as a framework for the Communications & Engagement Officer's work objectives in the period 2013-14.

**Delivery of priorities for the year**

The following tables set out progress made against each of the communication and engagement activities that the Authority planned to conduct during the 2013/14 financial year.

| Intent   | 2013-14 Activity  |
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| <p>Analyse results of benchmarking survey and use to guide communication &amp; engagement activity</p> | <p>The purpose of the survey was to assess awareness/engagement of key stakeholders across Eastern IFCA’s three counties. In particular, assessing the role that Eastern IFCA has in coastal community and measuring the level of understanding for Eastern IFCA’s change of emphasis towards sustainability as well as its requirement to balance social and economic benefits of sea fisheries against exploitation.</p> <p>The research was used to inform Eastern IFCA how well it is doing to meet its objectives and to make clear where it needs to target its engagement activities looking ahead.</p> <p>Awareness of Eastern IFCA was found to be surprisingly high however this figure did vary across stakeholder groups as follows;</p> <ul style="list-style-type: none"> <li>• Commercial fishermen – 87% of respondents aware of Eastern IFCA</li> <li>• Community – 44% of respondents aware of Eastern IFCA</li> <li>• Conservation groups and NGOs – 54% of respondents aware of Eastern IFCA</li> <li>• Recreational coast users – 54% of respondents aware of Eastern IFCA</li> <li>• In the 3 counties awareness of Eastern IFCA varied greatly – Suffolk - 55%, Norfolk – 66% and Lincolnshire – only 37%</li> </ul> <p>When further analysed by sub-stratum some interesting results emerged such as 0% of respondents from schools were aware of Eastern IFCA (compared to 44% of community group as a whole), whilst the Wildlife Trusts were aware of us, the RSPB was not; 81% recreational fishermen were aware but only 38% of boat owners. It was also found that whilst many respondents were aware of Eastern IFCA, they were unsure of what it actually did.</p> <p>To use these results, the Communication and Engagement Plan for 2013/14 was changed somewhat from the overarching strategy.</p> |
| <p>Promote and attend quarterly</p>  | <p>Community meetings were held in all 4 areas in the first three quarters of the financial year. Although</p>  |

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| <p>proactive community engagement meetings throughout the district</p>  | <p>the events were publicised on social media, the website and through the efforts of the area officers, attendance was low at most events and other than providing a mechanism for policy frustrations to be aired, there was few issues raised where officers could take local action. Furthermore, the meetings are exclusively attended by commercial fishermen which is not representative of the stakeholder base. The atmosphere at the meetings is always not conducive to free and informed debate and as such they do not attract a cross section of stakeholders.</p> <p>A review of the requirement, mechanism and venues for these meetings to assure productive engagement has been carried out and it is planned to trial smaller 'clinic' type engagements where individuals can air concerns in confidence. The intent is to situate the meetings to encourage attendance from a greater breadth of the target audience to focus upon local issues that Authority officers are empowered to resolve.</p>   |
| <p>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</p> | <p>A selection of regional events were chosen to help increase awareness. Eastern IFCA attended a total of 13 events which equated to;</p> <ul style="list-style-type: none"> <li>• £3941.40 on entrance to events and electricity</li> <li>• 22 days spent at events on show days</li> <li>• 894 hours (112 officer days) spent preparing for and attending events (not including CDO office time), which comprised:             <ul style="list-style-type: none"> <li>264.5 hours spent preparing for events</li> <li>629.5 hours spent attending events</li> </ul> </li> </ul> <p>The 3 big county shows of Lincolnshire, Norfolk and Suffolk were very expensive to attend. They also required the biggest commitment in terms of preparation and staff time. The average working day to cover these shows was around 14 hours. These shows were also deemed to be of limited utility as they were very large and highly commercialised meaning that Eastern IFCA was likely to be lost amongst the plethora of stands and thereby not achieve the intent. It was envisaged that the county shows would provide an opportunity for members of the County councils to view IFCA work first hand but in the event, there was little engagement.</p> <p>Smaller, community coastal shows such as the Cromer &amp; Sheringham Crab &amp; Lobster Festival and Great Yarmouth Maritime Festival proved to be much more powerful in meeting our objectives. They</p> |

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|  | <p>were generally attended by a mixture of local people and holiday makers and were small enough for Eastern IFCA to stand out as a star attraction. Eastern IFCA's presence at these events generated a lot more media attention and reached stakeholders interested in and affected by coastal issues. These events were also far cheaper to attend.</p> <p>The very small private shows such as the Woodbridge Shuck and Suffolk Herring Festival were free to attend and met Eastern IFCA's objective of being 'recognised and heard'. However, although it was possible to speak to a number of interested stakeholders, it was felt that these events would be attended by the same people each year and it would therefore not be necessary to return to these.</p> <p>For further details on the Cromer &amp; Sheringham Crab &amp; Lobster Festival, please see Case Study 1 below.</p> |
| <p>To develop promotional materials, including presentations, appropriate to different stakeholder groups</p>  | <p>It was decided that the best way to advertise the work of Eastern IFCA nested within the marine tapestry of the Eastern district was to commission a DVD. A local film maker and scriptwriter were hired to capture the work of Eastern IFCA, the heritage of its district and the life of those working for the Authority. The completed film was delivered in August 2013 and used at community engagement events and shown at our Authority meeting, at the joint conference we held and at the launch ceremony of our new enforcement vessel. Feedback was exceptionally positive with many stakeholders requesting copies.</p>   |
| <p>Design and purchase appropriate display infrastructure for outreach events</p>  | <p>Display infrastructure including a mobile aquarium, branded gazebo, waterproof minimum landing size stickers, information leaflets, a crab shaped TV and Eastern IFCA wristbands for kids were all available for use in FY 2013/14 and very well received by stakeholders.</p>  |
| <p>To develop and update a stakeholder database</p>  | <p>Achieved.</p>   |
| <p>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</p> | <p>E newsletters were sent out in the month following each Statutory Authority Meeting meaning that a total of 4 e newsletters were sent out in this financial year. The newsletters contain hyperlinks to relevant documents and web pages thus increasing traffic to Eastern IFCA's website.</p> <p>Closer ties with media were established in 2013/14 resulting in a number of news stories in various media including online, magazines, trade and local press, radio etc. For a more in depth discussion on</p>   |



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|  | media, see case study 2.  |
| To develop a channel for stakeholder feedback, enquiries and comment                     | <p>Bright ideas forms developed and distributed.</p> <p>12 community meetings were held in this period with an additional 8 European Marine Site byelaw consultation meetings held.</p> <p>Ways of working revised to ensure 28 day response to queries</p>   |
| To develop content and work to ensure that the Authority's website is updated regularly. | The Administrative Officer works to ensure that the website content, including meeting papers and dates, is up to date.   |
| To encourage partnership working   | <p><b>Appropriate MoUs reviewed and re-signed</b></p> <ul style="list-style-type: none"> <li>• MMO 26 Jan 13</li> <li>• ACPO 31 Jan 13</li> <li>• Natural England (under review)</li> </ul> <p><b>Promote wider stakeholder attendance at Community meetings</b></p> <ul style="list-style-type: none"> <li>• MMO</li> <li>• Renewable Energy companies</li> <li>• Natural England</li> <li>• Environment Agency</li> </ul> <p><b>Eastern IFCA attendance at other stakeholder meetings and events</b></p> <ul style="list-style-type: none"> <li>• MMO district conference</li> <li>• Natural England National marine conference</li> <li>• Stour and Orwell Estuary group</li> <li>• Defra family working group</li> <li>• Association of IFCAs meetings</li> <li>• Chief Officers' Group</li> <li>• Defra European Marine Site Implementation Group</li> </ul> <p><b>Joint Conference</b></p> <p>The benchmarking survey highlighted a lack of understanding of the role of the Authority. To address this and to encourage partnership working Eastern IFCA held a joint conference with the Wash &amp; North Norfolk Coast European Marine Site and the Norfolk Coast Partnership. For more information on this please see Case Study 3.</p> |

### Case Study 1 – Cromer and Sheringham Crab and lobster festival

The 4<sup>th</sup> annual Crab & Lobster Festival was held in May 2014 to celebrate the fishing heritage of two coastal towns in our district, Cromer and Sheringham.

Historically great rivals, the two towns now join together each year to raise money for local charities and to benefit the local economy by attracting more visitors to the area. The festival is a mix of food, arts, heritage and entertainment intended to be both enjoyable and educational. It is organised by a diverse group of volunteers all with a vested interest in the local community.

As the Inshore Fisheries & Conservation Authority for both towns, it was felt that Eastern IFCA should participate in this event. We attended the event with our new branded gazebo and a tank full of lobsters and a few different species of crabs so that stakeholders could get up close and personal with some species from their local area that they're more used to seeing dressed in the fishmonger's window.

Our stall was placed beside fishermen demonstrating creel making techniques and a crab sandwich stall run by the head of our Authority, Cllr Hilary Cox. Visitors to the three stalls were given a clear and interactive demonstration of how the creatures in the sea around them live and then are caught and processed for human consumption.

Feedback from the event from both organisers and visitors was extremely positive. Our attendance at the Cromer & Sheringham Crab & Lobster Festival has undoubtedly raised Eastern IFCA's profile in the area and has also led to stronger bonds and partnership working with the local community.



## **Financial Implications**

A community development budget of £20,400 was agreed for 2013-14. This represented a 60% reduction from the budget set in 2012-13 and was judged appropriate to fund attendance at the forecast activities and provide for sufficient support in terms of display infrastructure and promotional materials.

The single biggest expenditure for FY 2013-14 was the DVD commissioned to highlight the work of Eastern IFCA. This cost £9750. The DVD has been exceptionally well received and should be considered a highlight of the communication and engagement activities for the year.

The second largest single expenditure was a bespoke trailer to carry the 'mobile' aquarium purchased in FY 2012-13. The cost of the trailer was £1745 for the trailer and parts. This was considered a necessary purchase to minimise the health and safety risk of moving the extremely heavy aquarium and the water. The trailer also eliminates the need to hire a long wheel based van which cost the Authority £1391.52 before the trailer was available. The trailer also drastically cuts preparation time.

Attendance at shows also counted for a large portion of the communication & engagement budget. An initial attendance budget of £2000 was agreed by Executive officers and was then raised to £4000. The final figure for attendance at shows was £3941.40 with the majority of this being spent on the 3 county shows and Holkham show. The 4 shows that cost the most to attend were deemed not to meet Success Criteria 7 of being 'recognised and heard' and, as a result, the cost of attending shows in FY 2014-15 will be significantly lower.

## **Infrastructure**

In FY 2012-13 Eastern IFCA 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. In 2013-14, the purchase of the bespoke trailer, a crab-shaped TV and the commissioning of a DVD meant that Eastern IFCA was able to attend events looking professional with an engaging, interactive stand which proved to be the star attraction at the smaller shows. The event infrastructure also attracted a lot of media attention.

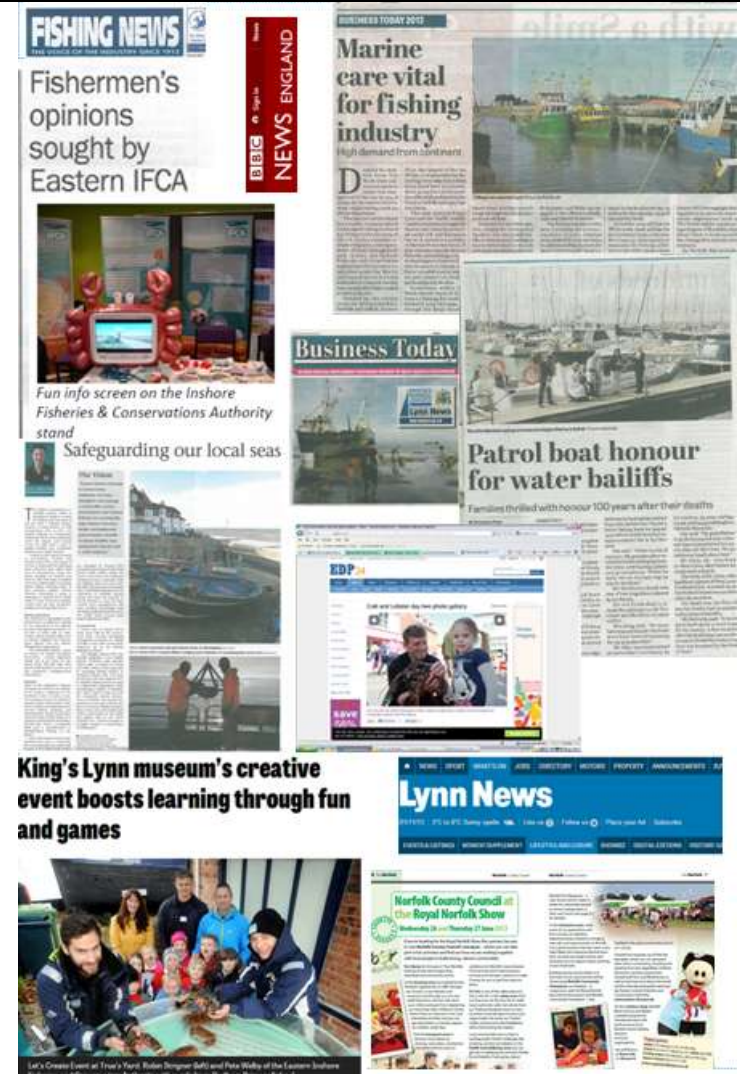
## Case Study 2 - Media

In 2012/13 Eastern IFCA proactively engaged the media to raise awareness of its work. In addition to this Eastern IFCA's attendance at events attracted a lot of media attention.

As a result of these endeavours, Eastern IFCA "good news stories" featured in various media including radio, local and national press, online media, trade press, magazines etc. across a range of sectors from fishing industry press to NGO member's magazines.

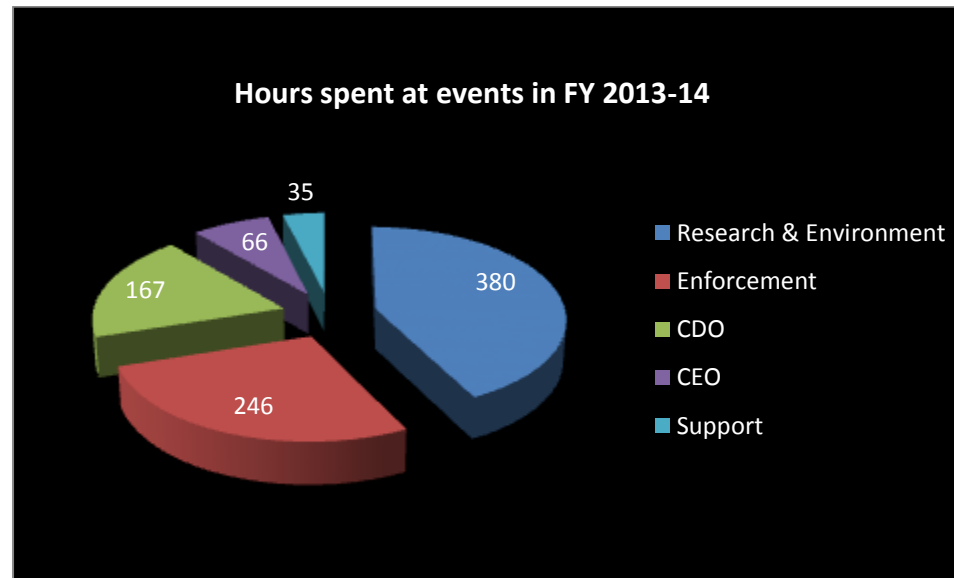
A number of different angles were also covered with stories including;

- 'Fishermen's opinions sought by Eastern IFCA' in Fishing News which discussed the Authority's community engagement efforts
- 'Marine care vital for fishing industry' in the business supplement of Lynn News which discussed the importance of the industry to the local economy and Eastern IFCA's role in managing this
- 'Safeguarding our local seas' in Norfolk Wildlife Trusts quarterly magazine detailing the work of the Authority
- 'Patrol boat honour for water bailiffs' in Eastern Daily Press following the naming ceremony of our new enforcement vessel – FPV John Allen which was named after one of two water bailiffs who died in whilst working for Eastern Sea Fisheries Joint Committee in 1913
- 'Kings Lynn museum's creative event boosts learning through fun and games' on BBC News online which was just one of the many news items discussing Eastern IFCA's mobile tank containing crabs and lobsters which was taken to events to show stakeholders some of the species that live in the Eastern IFCA district.



## Resources

The main resource required to carry out the Communication & Engagement Plan for 2013-14 was staff time. A total of 894 hours (approx. 112 staff days) were used attending 22 days of events the majority of which coincided with the cockle season - the busiest time of the year for Eastern IFCA. The hours spent by each team can be seen on the graph below. There was also a significant amount of office time spent on preparing for events by the CDO which is not included in the graph.



Our attendance at the events also required a great deal of co-operation and good will from the fishing community as they supplied the means to access fresh sea water for each event. They also provided lobsters, crabs and other regional species for the events. Without their support our attendance at these events with the aquarium would have been impossible. Their co-operation heralds a success in partnership working for Eastern IFCA.

### Case Study 3 – Joint Conference

The benchmarking survey indicated that awareness of the work of Eastern IFCA was low amongst Non-Governmental Organisations. It was decided that the best way to raise our profile amongst this sector was to hold a conference.

It was decided that a joint conference would meet our objectives of keeping costs low and reaching stakeholders not currently in our database. The conference was therefore held jointly with the Wash & North Norfolk Coast European Marine Site (WNNCEMS) and the Norfolk Coast Partnership (NCP) who provided new contacts as well as sharing the cost and organisational burdens.

The conference, named "Linking Land & Sea", was held in Kings Lynn Town Hall in October and was attended by 100 stakeholders from various organisations with interests in the coast as far north as Gibraltar Point and down to Winterton on the East Norfolk Coast.

8 speakers from presented at the conference. These included;

- Eastern IFCA's CEO Phil Haslam who showed the new DVD and spoke about the work of Eastern IFCA
- Fisherman and Authority member Paul Garnett who gave a fisherman's perspective on marine policy
- Rob Spray who also sits on the Authority but was in attendance for Seasearch talking about the ecology of the local chalk reef
- WNNCEMS
- NCP
- Environment Agency
- Norfolk Rivers Trust
- National Trust

The conference was well received and proved a successful networking venture for Eastern IFCA.

