



Inshore Fisheries and
Conservation Authority

**Planning & Communication
Sub-Committee Meeting**

To be held at:

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

27th June 2012

1030 hours

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

Date: 27 June 2012

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 15th February 2012
- 5 Matters Arising
- 6 Proposals for the Communications and Engagement Strategy
- 7 Proposal for a Benchmarking Survey
- 8 To consider a new Code of Conduct for Members and relevant amendments to the Authority's Standing Orders
To make recommendations to the Finance and Personnel Sub-Committee

Information Items

- 9 Feedback from Community Engagement Meetings
- 10 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

Eden Hannam
Acting Chief Executive Officer
Date: 14 June 2012

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 in the offices in King's Lynn on Wednesday 15th February 2012 at 1030 hrs.

Members Present:

Mr C Donnelly	NE Representative
Mr N Lake	MMO Appointee
Mr T Pinborough	MMO Appointee
Mr R Spray	MMO Appointee
Cllr K Sale	Suffolk County Council
Mr S Worrall	MMO Appointee

EIFCA Officers Present:

E Hannam	Deputy Chief Executive Officer
R Jessop	Senior Research Officer
J Stoutt	Senior Marine Environment Officer
D Vaughan	Chief Executive Officer

Apologies for Absence:

Apologies for Absence were received from Councillor Thompson (NCC), Messrs Bagley and Barham (MMP Appointees) and Mr Handford (EA Representative).

The Chief Executive Officer welcomed members to the meeting. He advised that as the sub-committee chairman was not in attendance and no vice-chairman had been elected it was necessary to elect a member to act as chairman for the duration of the meeting. In his capacity as Chairman of the Authority Councillor Sale was elected.

A vice chairman would be elected at the next sub-committee meeting.

P&C12/01 Declaration of Members Interests

There were no declarations of interest.

P&C12/02 Minutes of the Planning & Communication sub-committee meeting held on 18th February 2011

It was agreed the minutes were an accurate reflection of the meeting.

P&C12/03 Draft Annual Plan 2012/2013

Members were reminded that the Authority were required to submit an Annual Plan to Defra, with this in mind the Authority had delegated power to the sub-committee to approve the Annual Plan for submission.

It was noted that the Annual Plan would be supported by the Research & Environment Plan as well as enforcement and HR strategies.

The Annual Plan had been submitted to Defra for initial comment, the suggested amendments had been provided for members comment. Members worked through the draft Annual Plan page by page.

Page 6: Mr Pinborough advised that reference was made to the commercial first hand sale of fish but there was no Recreational data all. This information had been previously provided by Mr Pinborough and also reported by EEDA. *The CEO agreed to look into the matter and if a figure could be found it would be included.*

Page 11: Mr Pinborough requested more information on 'Project Inshore'. The CEO advised this was also referred to as Navigating the Future and related to acquiring MSC pre-assessment for all fisheries. It was hoped this would be done on a National basis. Pre-assessment would provide advice on gaps in data sources allowing the industry to find the required information.

Priorities: Mr Lake felt there were no priorities relating to the Wash, such as lay leases, investigation in to growth rates and wastage for cockles. The CEO advised that if it was not listed in the Plan it was not a priority for the Authority. It was questioned whether an additional priority could be added which referred to the Wash and Wash Fishery Order. Mr Donnelly also felt there should be reference to thinking about the management of MCZs. The CEO did not feel this was a priority until the sites had been designated.

Mr Pinborough enquired whether bait digging in the Stour and Orwell should be listed as the reef area would be designated in September. The CEO advised there was already a code of practice in place and an MoA with KEIFCA.

General Layout: Referring to the overall lay out of the document Mr Worrall did not think it was particularly easy to read. The CEO disputed this as Defra had not questioned the layout. However, Mr Worrall, requested a 10 page summary in an easy to read format.

Risk Management: The CEO advised that risk management was probably one of the most important sections to be taken into account. He hoped that next year the risks would change from red to amber or green, in the meantime it was necessary to ensure everything was being done to mitigate against the risk.

Budget: Defra had requested that the budget be included, as well as indication of how the New Burden funding had been spent. It had proved difficult to express the NB money in separate terms, therefore the CEO advised it had been amalgamated with the levy.

Environment Footprint: Mr Worrall felt EIFCA should have an environmental footprint policy, the CEO advised ESFJC had had such a policy, this had not been incorporated into the previous Annual Plan. The Deputy CEO felt that to carry out such a policy on a formal basis could be very costly, Mr Worrall was thinking along more simple terms, such as where materials were sourced etc, just to ensure the Authority is covered in the event of questions being asked. The Environment Officer advised the intention was to achieve this in the coming year as part of the Environment Plan. *The CEO suggested this could be included in the Environment strategy as a step forward, but in the meantime a page covering this could be included in the Annual Report.*

Members Resolved to approve the draft EIFCA annual plan for 2012-2013.

Proposed: Mr Worrall

Seconded: Mr Spray

This was the first time the Environment & Research plan had been compiled and members were asked for their thoughts. It was immediately noted that the text within the shaded boxes was almost illegible, *it was agreed to lighten the shaded areas.*

Page 15: It was noted that the Community Development Officer would work alongside the environment and research staff to ensure the messages and information going out were the correct ones.

Activity Summary: Mr Pinborough questioned why there was work being done on juvenile fish when it hadn't been done in the past. The SRO advised that whilst the EA carry out fish surveys for the water framework directive it did not cover the whole of the district and it would be helpful to have information on the estuaries which are not covered which could be used for EIFCA benefit as well as to feed into the water framework directive.

Mr Pinborough then questioned what progress had been made with the flounder project. The CEO advised the initial project had been completed and had been published on the ESFJC website. The Authority had not discussed the project as there were so many work streams on-going it was difficult to fit in any more.

Mr Pinborough then questioned whether the CEO believed Angling 2012 would provide enough research to meet the needs of the RSA sector. The CEO advised that Project Inshore would highlight any gaps, the byelaw review would invite comment from the recreational sector and they could also put forward byelaws for consideration. In terms of research he acknowledged there had not been anything specific since the flounder project but there was the opportunity for the RSA sector to comment and make suggestions.

When asked what he would like Mr Pinborough responded that he would like to see some of the budget put into the RSA sector. The CEO advised that during the next year the Authority would concentrate on getting the organisation structure in place, the following year when the Annual Plan was reviewed it was possible there may be changes in meeting the research priorities. The Community Development Officer would look into ensuring all sectors expectations were met. The CEO went on to advise that the Authority can only work with the resources they have got, they cannot provide better stock but they can look into improving slipways, signage etc. Mr Pinborough felt funding would be better spent on research rather than car parks. Mr Pinborough then questioned why the research he had previously questioned into the declining bait beds was not a research project.

The Deputy CEO suggested adding an additional line "RP20120 to explore research options for the RSA sector during the course of the year".

Mr Lake then advised that the industry would like to see growth rates taken in to account as it has a big bearing on the cockle fishery, they would like this prioritised. The CEO advised it was necessary to be conscious of the work load, it was not possible to keep adding to the list without dropping something else. There followed discussion on the cockle fishery and the accuracy of estimating growth as well as the fact that the list of research projects was $\frac{3}{4}$ Wash related indicating a huge amount of time was already been diverted to the cockle fishery but the industry still keep wanting more. Maybe they should carry out their own research and bring the findings to the Authority for consideration.

Mr Worrall felt there should be a system in place to evaluate the research work, the Deputy CEO suggested a cost/benefit analysis for each new research request. Mr Worrall suggested starting with a reserve list of research which had requested, but he felt any request should be supported by data from the requesting body.

Mr Pinborough noted the lack of studies into adult fin fish or crab and lobster but was advised by the CEO that there had been significant plans which had been dropped due to available resources.

Risk Assessments: It was noted that the area shaded red reflected the priorities which must be met by the Authority.

Members were advised that the research work would be affected by weather restraints which may mean not all projects would be completed. Mr Donnelly suggested reference to activities not carried out should be reworded to 'residual risk'.

The CEO questioned whether the bio-toxin and water quality sampling were things the Authority needed to be doing, or could they be dropped to allow more time for other research work.

It was evident there was no flexibility for more exciting/beneficial or emergency projects unless it was possible to drop some of the listed priorities if a more vital priority was to turn up. To cover this Mr Handford had requested a paragraph be written to state there may be unforeseen activities which may mean revising the risk assessment which could result in priorities being adjusted.

Discussion took place on ways of buying in data or sharing data with other bodies, it was felt this was a job which the new Data Officer could carry out. The Environment Officer advised that selecting priorities really fell in to the category of marine planning which was being investigated by the MMO. She also believed suggestions for projects would be covered by the Environment Strategy and she felt there would be a lot of new research areas as a result of Project Inshore.

Members agreed to that the strategic approach would be covered by the strategy, an additional line would be added to the plan to reflect this.

Proposed: Mr Worrall

Seconded: Mr Donnelly

All Agreed

The CEO questioned whether members were happy with the lay out of the Annual Plan or would they prefer a more glossy version.

Mr Worrall felt he would prefer any additional expenditure to be put into producing an executive summary, this sentiment was echoed by Mr Donnelly who hoped it would be a clear and fit for purpose.

The CEO agreed to get the Community Development Officer to produce a summary of the Annual Plan.

P&C12/05

Consideration of use of Norfolk County Council's Customer Services and Communication unit to provide support to the Authority to achieve its High Level Objectives

Members were reminded that NCC Customer Services and Communication Unit had been used to promote the launch of EIFCA. Three of the High Level Objectives which EIFCA needed to meet would involve the services of such a body, consequently the CEO had asked them to provide a quote. The CEO acknowledged that the funding in that part of the budget had not been used during the previous year however, he still believed the Authority should get NCC to carry out work in this

area, and therefore asked the members if they were happy to spend money on expertise to meet the HLOs.

Mr Worrall believed something more than a PR exercise was required, he felt it was necessary to establish EIFCA as a credible transparent Authority. However, he was not sure the role should automatically be given to NCC he felt there may be other bodies who could also provide that support. He felt the Community Development Officer should prepare a paper putting forward a proposal, but it should include alternatives to NCC.

Similar sentiment was expressed by other members, and particular reference was made to the Authority's financial regulations and the need to consider more than one quote. Councillor Sale also felt there was a lot of emphasis placed on NCC and quotes should be sort from LCC and SCC as well as other PR agencies.

Following discussion the recommendation put forward by the CEO was considered but none of the members supported it.

It was Resolved that the Community Development Officer should be tasked to work with appropriate bodies to prepare a tender for the PR work.

Proposed: Mr Worrall
Seconded: Councillor Sale
All Agreed

There being no other business the meeting closed at 1613 hrs

27 June 2012

Proposal for Communication and Engagement Strategy

Issue:

In order to fulfil the pledges set out in our 2012 Annual Plan, we must satisfy;

Success Criterion 4: IFCAs work in partnership and are engaged with their stakeholders

(4.2b) Engagement strategy developed by April 2012

(4.2d) Develop interpretation boards and presentations to allow greater interaction with stakeholders

Success Criterion 6: IFCAs support and promote the sustainable management of the marine environment

(6.2a) Plans and processes for raising awareness of IFCA's work in place by April 2012

(6.2c) Feedback from relevant stakeholders regarding the effectiveness of engagement is routinely sought

Success Criterion 7: IFCAs are recognised and heard

(7.2a) By April 2013 a strategy for the promotion of IFCAs work is developed including the development of promotional/communication plans are to be reviewed annually

(7.2c) By April 2012, as a minimum, each IFCA to hold proactive biennial stakeholder meetings and events to inform and consult with all interested parties in the IFCA District

The key High Level Objectives that relate to this area of work for the Authority are as detailed within the Annual Plan and below:

The current situation:

The post of Community Development Officer was created to meet the above High Level Objectives (HLO). The Officer has been in post since March 2012 and has started work on High Level Objective 7.2c. However, work on the remaining HLOs has yet to begin. The deadlines for HLOs 4.2d and 6.2a have already passed and it is therefore imperative that action is taken as soon as possible.

A communication and engagement strategy:

A communication and engagement strategy will help us meet HLOs 4.2d and 6.2a. It will also help the Eastern IFCA communicate effectively with all stakeholders and meet our other organisational objectives.

A template for the strategy is described below:

1. Statement of purpose

It is useful to say up front why we have developed a communications strategy and what we hope to achieve with it. This does not need to be very detailed; it acts as a reference and reminder for those using it in their work. For example:

"This communications strategy shows how effective communications can:

- help us achieve our overall organisational objectives
- engage effectively with stakeholders

- demonstrate the success of our work
- ensure people understand what we do
- Change behaviour and perceptions where necessary

2. Our current situation

The introductory part of the communications strategy should briefly outline what the Eastern IFCA does, what its main functions are and where it operates. It should also look at our communications strengths – what has been successful and what hasn't worked well over the last five years or so.

SWOT Analysis

A SWOT Analysis involves listing our organisation's **strengths, weaknesses, opportunities and threats**. We need to think about what this means in terms of our communications priorities. How can threats be turned into opportunities, how can we play on your strengths through effective communications?

3. Organisational objectives and communications objectives

Any communications strategy should closely reflect our overall plan. In this section we should look at the Eastern IFCA's overall vision and core aims and objectives. We should then suggest how communications can help deliver these goals.

As well as referring to specific objectives, this section should give an overall sense of the principles of communications that underpin the strategy and the key messages that we want to convey.

It is important that our communications objectives should be seen to contribute to the achievement of the overall objectives of the EIFCA. In this way they will be recognised not as an "add-on", but something as fundamental as operational or policy objectives to achieving our overall mission.

The example below shows how for a (fictional) homelessness organisation this might work in practice. Each of the organisation's strategic objectives (from its business plan) can be broken down to show how operations and communications can contribute to delivering the objectives.

EG - Objective 1: To provide the best standards of care and support for people using our services

Operational or policy objectives

To train our staff effectively to work with our service users

To keep the premises clean and well maintained

To provide opportunities for service users to enter education, training or employment

Communications objectives

To ensure all staff know and understand the standards of care expected

To ensure service users know the quality of services they should expect, and know what is expected of them

To ensure service users have opportunities to communicate their needs within the organisation

To regularly gather feedback to ensure we are maintaining standards of care and support

EG - Objective 2: To play a key role in the community as a valued provider of services for vulnerable people

Operational or policy objectives

To build strong relationships with the local authority and other funders

To fulfil contracts with the local authority to provide services for service users

Communications objectives

To provide a regular flow of information to key stakeholders

To regularly showcase organisational successes in the local media

To be approached by local media for opinions on availability of services for vulnerable people

4. Identifying stakeholders

In this section, we should give a detailed description of our main audiences – both external and internal. These might include the public, local councils, service users and staff. We might also refer to potential audiences that we are keen to connect with.

We will probably find that we have lots of audiences who they need to interact with. One part of the strategy might look at which audiences will be interested in which parts of the IFCA or activities. Understanding this may make it easier to prioritise our communications work.

In this fictional example the homeless charity has looked at what its key stakeholders might be interested in;

Audience	Advice/Info	Accommodation	Policies	Research	Accounts	Success Stories
Staff	N	N	Y	Y	Y	Y
Board	N	N	Y	Y	Y	Y
Funders	N	N	N	N	Y	Y
Community Groups	Y	N	N	Y	N	N
Service Users	Y	Y	Y	N	N	N
Social Services	N	Y	Y	Y	N	Y

Another way of prioritising our stakeholders might be to ‘map’ them. This involves choosing criteria which are important to us and then ranking them against those criteria. This can help show which are the most important and therefore the ones on which we should be spending most of our effort communicating. It is often easier to do this analysis with two criteria so we can highlight the differences between audiences. Some simple examples of mapping stakeholders include: looking at their influence on policy and resources and their interest in an organisation.

For the fictional organisation, the map might look something like this:



Description of the diagram:

In each of the boxes, there is a suggested prioritisation of communications with the audiences. The key players (top right section) are clearly those they want to spend the most time communicating with. NB - it is likely that some of these audiences will become more or less influential and have a greater or lesser interest in the organisation over time and depending on their interaction with. It is therefore worth revisiting this type of exercise periodically to see if the priorities are still the same.

5. Messages

Once we have identified our stakeholders, the next task is to break down our objectives into relevant messages for each of those audiences. We should start with the audiences that are the highest priority.

Remember that our messages should be relevant and appropriate to the audience but it is very important that there is continuity across the messages. It is important that all of our stakeholders understand what kind of organisation we are, so our messaging needs always to link back to our key organisational objectives and values.

6. Key communications methods

For each audience identified in the previous section, we should now indicate the most appropriate channels for communicating with them. These might include an e-bulletin, conference, workshop, leaflet, press release, event – or broader methods such as media and our website.

There are pros and cons to all of these channels, which once again will vary depending on our needs and resources which should be investigated. Once we have looked at the channels available to us, we can begin to construct a communications plan, linking audiences, messages and channels.

Below is an example:

Audience	Key communication messages	Key communication channels
Service Users	<ul style="list-style-type: none"> - We provide useful, practical information and support - We are trustworthy and reliable - We put service users first and value their opinions 	<ul style="list-style-type: none"> - Service user e-bulletin - Service user representatives on the board - Quarterly service user meetings - Media training for those keen to act as spokespeople
Politicians	<ul style="list-style-type: none"> - We have a strong evidence base and our policies are based on robust evidence - We have a good knowledge of the policy environment - We are a well-respected authoritative organisation 	<ul style="list-style-type: none"> - Monthly policy training - Set up working groups - Send regular updates to relevant political bodies - Positive media coverage

7. Work plan

With our audiences and key communications methods identified, the next step is to draw up a table that indicates the key communications activities, budget and resources allocated to delivering the strategy.

The work plan should also include proposed timescales and identify particular milestones within the strategy. This will allow us to measure clear steps towards ultimate goals.

There may be specific projects, events or publications that we know will take place and these should be highlighted.

8. Evaluating success

Our communications strategy should conclude with a section on evaluation. What does success look like and how will we know when objectives have been met?

Here we should indicate the tools we will use to evaluate various sections of our communications. These could be simple measures such as the number of responses to e-bulletins, hits to our website or increases in Twitter. We could also include measures of media coverage; not only in terms of volume, but also breadth and depth. How often were our key messages mentioned and has there been a shift in public attitude on issues you've been campaigning for? One idea could be to commission a benchmarking survey to measure our success.

The Authority is asked to receive the proposal and agree to the recommended course of action.

Lucy Ritchie
Community Development Officer
27 June 2012

LOCAL GOVERNMENT (ACCESS TO INFORMATION) ACT 1985

List of Background Papers

1. 2012 Annual Plan

27 June 2012

Proposal for a benchmarking survey

Issue:

As no formal community engagement has taken place since the inception of the Eastern IFCA in 2011, we are unaware of what our stakeholders know and think about us if indeed they are aware of our presence at all. As a result, it will be impossible to judge whether or not we have met Success Criterion 4 – IFCA's work in partnership and are engaged with their stakeholders – and Success Criterion 7 – IFCA's are recognised and heard.

Therefore, it is felt that our stakeholders' knowledge and feelings should be gauged prior to commencing any engagement activities. This will provide a 'baseline' from which to measure the success of any future engagement activities.

Options:

1. Begin engagement activities without benchmarking
2. Design and conduct a benchmarking survey ourselves
3. Outsource benchmarking survey design and conduction

Preferred Option:

Option 1 – to begin engagement activities without benchmarking – would mean that we would have no way of measuring the success, and therefore justifying the expenditure, of any engagement activities. It is also believed that Option 2 – design and conduct a benchmarking survey ourselves – is impractical as the IFCA does not have the resources or expertise to do this.

The preferred option is to outsource the survey design and conduction. Although outsourcing the design, we would seek to work closely with the chosen organisation to ensure the survey will meet our needs.

Norfolk County Council has said that they have the capacity to carry out this work on our behalf. They have quoted:

Benchmarking survey (telephone or email) of 2,000 contacts to include development of questionnaires, fulfilment of telephone or email fieldwork, analysis and reporting

Year 1	£ 6250
Year 2	£ 6250

(This cost is based on an external company such as MORI undertaking the work under NCC direction. We may have the capacity to do it in house, in which case the cost would be in the region of £4,500 – but this would depend on capacity and the degree of flexibility you have over timings)

It is hoped that the initial survey can be conducted as soon as possible to tie in with the publishing of the Communication and Engagement Strategy. 'Year 2' as mentioned in the

above quote would be 2014 – 2015 to allow us to demonstrate our success or otherwise for the budgetary review.

The Authority is asked to receive the proposal and agree to the recommended course of action.

Lucy Ritchie
Community Development Officer
27 June 2012

LOCAL GOVERNMENT (ACCESS TO INFORMATION) ACT 1985

List of Background Papers

1. Inshore Fisheries & Conservation Authorities: vision, success criteria and high-level objectives (*Defra 2010*)

27 April 2012

To consider a new Code of Conduct for Members and relevant amendments to the Authority's Standing Orders

Introduction

1. At its meeting on 25 April 2012, the Authority received a report on the impact of the Localism Act 2011 on the members' code of conduct. It was agreed to ask officers to draft a new code of conduct for members, taking into account the codes adopted by Lincolnshire, Norfolk and Suffolk County Councils and the requirements of the Localism Act, and circulate it for consultation with members of the Authority.
2. It was also agreed that the Finance & Personnel Sub-Committee should have delegated authority to adopt a new code at its scheduled meeting on 27 June 2012, following consideration of the draft and the outcome of the consultation exercise. This would ensure that the Authority met the expected legal deadline for the adoption of a compliant code of conduct which was 1 July 2012.
3. Subsequently, a meeting of this Sub-Committee was arranged for 27 June also. As this Sub-Committee was considered by officers to be the most appropriate forum in which to discuss matters concerning the governance of the Authority, it was decided to ask this Sub-Committee to consider the draft code and the associated amendments to the Authority's standing orders, and to make recommendations to the Finance & Personnel Sub-Committee.

Legal background to the draft code of conduct

4. The Localism Act 2011 introduced new standards provisions for local authority members replacing the statutory code of conduct and the associated regulatory regime in the Local Government Act 2000. Instead, the Localism Act requires local authorities to adopt a local code of conduct consistent with the Nolan Committee's Principals of Public Life in order to promote and maintain high standards of conduct by members and co-opted members. The local code of conduct must also contain the statutory disclosable pecuniary interests defined in regulations published on 6 June 2012. Authorities were also required to make provision for registering and declaring interests, determining sensitive interests and dispensations, and for dealing with complaints about members' conduct as specified in the Localism Act. The Act also required authorities to publish their register of members' interests on their website and introduced criminal offences relating to failure to disclose the statutory disclosable pecuniary interests. New codes of conduct must be in place by 1 July 2012.

Application to the Eastern IFCA

5. When the disclosable pecuniary interests regulations were published at the beginning of June, it became clear that some of the specified interests, while appropriate for elected members, were more extensive than seemed relevant for general and additional members. Also, the prohibition against participation in decision-making if a member had a disclosable pecuniary interest relating to employment, profession or trade, and the limited grounds for dispensation seemed to run counter to the provisions in the Marine and Coastal Access Act (MACAA) for the appointment of some general and additional members.
6. Therefore, the Clerk sought the advice of the Monitoring Officers for the three county councils. Monitoring Officers are the statutory legal officers for their councils and, under the MACAA, have a duty to report to IFCA's on the lawfulness of an IFCA's decisions and actions, should these be called into question. The Monitoring Officers

for Norfolk and Suffolk County Councils advised that, while the Eastern IFCA is a joint committee of the three county councils, the general and additional members are outside the scope of the standards provisions in the Localism Act because they do not fall within the definition of a co-opted member of a joint committee in S.27(4)(b) of the Act. The Monitoring Officer for Lincolnshire County Council did not dissent from this position.

7. As a result, a code of conduct for general additional members of the Eastern IFCA has been drafted in line with this advice. Council members are not within scope of this code as, under the Localism Act, they are bound by their county council's code of conduct. Given the provisions in the Act, the county councils' codes are expected to be sufficient to cover councillors' roles as members of the Eastern IFCA.

Draft Code of Conduct for General and Additional Members

8. The draft code of conduct is attached as Appendix 1 to this report.
9. Key elements of the county councils' codes have been incorporated into the draft in order to achieve, as far as possible, a common standard of conduct for all Eastern IFCA members, and recognising that the Localism Act provisions constitute the minimum standards expected of people appointed to local government bodies.
10. In particular, the draft code includes:
 - the introduction from the Local Government Association's (LGA's) model code of conduct for local authorities, amended to reflect the priorities of the Eastern IFCA
 - the Nolan Committee's seven Principles of Public Life, and
 - the LGA's guidance on the conduct required to be consistent with the Principles, again amended to meet the Eastern IFCA's needs.

All three county councils' codes include the Principles and the other statutory requirements in the Localism Act and the regulations; Norfolk's code also includes the LGA guidance; Suffolk has mainly retained the former statutory code, amended to include the new legal requirements.

Registering and declaring interests

11. The proposed draft code for the Eastern IFCA seeks to define the interests most likely to create conflicts for general and additional members. These are considered to be:
 - a) any employment or trade related to local fishing and/or marine environmental interests for which the member receives payment and/or profits;
 - b) any ongoing contracts for goods or services, works to be executed, or land/property between the Eastern IFCA and the member, or an organisation with which the member is involved;
 - c) any ongoing contracts for goods or services, works to be executed, or land/property between the Eastern IFCA and the member's spouse, civil partner or cohabitee, or an organisation with this person is involved, if the member is aware of these interests.
12. The requirement to register these interests is intended to reassure the public that the member is open about them and will not put them ahead of those of the Eastern IFCA and of the prudent use of public money. The inclusion of the interests of a member's partner reflects the likelihood that a member will benefit from these interests; as a result, the same standard of openness is required for these interests also.
13. As indicated above, these interests are less extensive than those that councillors are required to register, reflecting the narrower remit and responsibilities of IFCA members.

14. The draft code proposes that members register their interests, initially within 28 days of the adoption of the code by the Eastern IFCA, and subsequently within 28 days of appointment or reappointment to the Authority. This is the same deadline as in the county councils' codes of conduct. A form for completion by members and guidance notes on declaring interests will be available.
15. It is proposed that, at meetings, members declare not only their registered interests but any other interests that are relevant to matters being considered at the meeting. This recognises that, while the registered interests are the ones most likely to result in conflicts, they are not the only interests that members will have that could be affected by the Authority's business. In deciding whether to declare an unregistered interest, members should consider the likely public perception if they fail to declare the interest; for example, would a member of the public who was aware of the circumstances consider this to be improper.

Voting and participating at meetings

16. The draft code proposes that members will not be permitted to vote on matters that affect their income or expenditure, that of their spouse or partner, or that of an organisation they are involved with. They will be entitled to take part in discussion of such matters but must limit their contributions to the area of expertise for which they were appointed to the Authority. This is in line with the Marine Management Organisation's terms and conditions of appointment of general members which state that an appointee may speak but not vote on matters that would directly or indirectly affect their interests or those of a business or other body that they represent or have an interest in. It is also in line with the Eastern IFCA's current practice.
17. The Chair of the relevant meeting will decide any questions about eligibility to vote and the appropriateness of contributions, taking officers' advice as necessary.
18. Members are asked to note a minor change to the last paragraph of section 8 of the draft code in Appendix 1. This concerns the ability of the Chair of a meeting to advise a member with an interest on their right to vote. The version sent for consultation appeared to limit this ability to interests that have been registered under Section 7 of the draft code. The amended version in Appendix 1 extends this ability to all interests declared at a meeting.
19. S.17 of the Eastern Inshore Fisheries and Conservation Order 2010 permits the delegation of any of the Authority's functions to a member of the Authority. Therefore, it is possible for a member to have sole authority to decide a matter in which they have an interest. The draft code proposes that, in such circumstances, the member should notify the CEO of the interest and not take any further part in the matter.

Register of Members' Interests

20. It is envisaged that the Eastern IFCA's Register of Members' Interests will contain the declarations made by all members, including council members. Council members' declarations will be obtained from the website of the relevant county council as the Localism Act requires councils to publish their members' and co-opted members' declarations on their website.
21. As the Register will contain information that the Authority would be obliged to disclose under the Freedom of Information Act, it is proposed to make it available for public inspection at the Authority's office. Officers consider this to be a minimum requirement in order to avoid unnecessary costs arising from requests for disclosure under the Act. Should the Authority wish it, the Register can also be published on the Eastern IFCA website.
22. The draft code also contains provisions for sensitive interests – where disclosure of an interest would put a member or someone connected with them at risk of intimidation or violence. It is proposed that the Clerk to the Eastern IFCA will decide whether an interest is sensitive taking into account the evidence provided by the

member, and that the member will have a further right of appeal to an appeals and complaints board (see paragraphs 23-26 below).

23. Where an interest is deemed to be sensitive, the details will be recorded by the Clerk but will not be included in the publicly available Register. Similarly, where it is relevant to a matter being considered at a meeting, the member will only have to declare that a sensitive interest exists.

Gifts and hospitality

24. The draft code proposes a threshold of £25 for declarations of gifts and hospitality related to a member's role. This is the threshold established in the Local Government Act 2000 as the level at which it could be perceived that a member's judgement might have been influenced or their impartiality compromised. As with registration of interests, this requirement is intended to reassure the public that the member is being open about their actions. A declaration form will be available and declaration will be kept in a Register of Gifts and Hospitality maintained by the Clerk.
25. As is proposed for the Register of Members' Interests, the gifts and hospitality register would be disclosable should a request be made under the Freedom of Information Act. Officers therefore recommend that the register should be available for public inspection if requested.

Amendments to Standing Orders

Appeals and complaints board

26. It is proposed that the Authority establishes an appeals and complaints board to consider appeals against the Clerk's decision on a sensitive interest and also to deal with complaints that a member has breached the code of conduct. Officers suggest that the board is made up of the Eastern IFCA Chair and Vice-Chair, one general and one additional member. Procedures for the operation of the board would be included in the review of the Authority's standing orders to be considered at the 6th Eastern IFCA meeting on 25 July 2012.
27. This proposal is broadly in line with the Marine Management Organisation's (MMO's) expectations; The MMO has made the Chair of an IFCA responsible for complaints against MMO appointees. On its website, the MMO states that complaints should be directed to the Chair (or to the MMO representative if the complaint is about the Chair). If the Chair concludes that the member has broken their terms of appointment (which include complying with the IFCA's code of conduct), the IFCA should refer the matter to the MMO who will investigate and terminate the appointment as necessary. The proposed appeals and complaints board is intended to provide support for the Chair in discharging this responsibility.
28. It is envisaged that complaints against the MMO, Natural England and Environment Agency representatives would be referred to their employing bodies to be dealt with under their employment procedures.
29. The Localism Act includes provisions for dealing with complaints against councillors that councils are required to adopt. Therefore, it is proposed that complaints against council members of the Eastern IFCA should be referred to their county council.

Consultation with members

30. All members were sent a copy of the draft code and asked to send their comments to the Clerk by Tuesday 26 June 2012. The Clerk will collate the results and report them orally to the Sub-Committee.

The Sub-Committee's recommendations

31. The Sub-Committee is asked to consider the following matters in order to make recommendations to the Finance & Personnel Sub-Committee.

32. Should the Finance & Personnel Sub-Committee:

- a) Adopt the draft code of conduct as set out in Appendix 1, including the proposal for an appeals and complaints board?
- b) Recommend that the Eastern IFCA should publish its Register of Members' Interests on the website?
- c) Recommend that the Eastern IFCA should publish its Register of Gifts and Hospitality on the website?
- d) Consider any other matters in relation to the draft code of conduct?

Mary Clancy
Contracted Clerk to the Eastern IFCA
19 June 2012

LOCAL GOVERNMENT (ACCESS TO INFORMATION) ACT 1985
List of Background Papers

Lincolnshire County Council: [New standards arrangements](#)
Norfolk County Council: [Code of conduct report](#)
Suffolk County Council: [Future of Standards Regime](#)
Marine Management Organisation: [terms and conditions](#)
Marine Management Organisation website: [complaints](#)
[Localism Act 2011](#): Chapter 7
[Relevant Authorities \(Disclosable Pecuniary Interests\) Regulations 2012](#)
[Marine and Coastal Access Act 2009](#): S.151 and Sch.14

**Draft Code of Conduct for General and Additional Members of the Eastern
Inshore Fisheries and Conservation Authority**

1. Introduction

As a member of the Eastern Inshore Fisheries and Conservation Authority (IFCA), I have a responsibility to work constructively with staff, partner organisations and the wider community to manage the marine environment and inshore fisheries of the Eastern IFCA district in a sustainable and balanced way, taking full account of all the economic, social and environmental needs of the district.

When acting as a Member of the Eastern IFCA, I am committed to behaving in a manner that is consistent with the Nolan Committee's Principles of Public Life in order to maintain public confidence in the Eastern IFCA and to ensure the best use of its resources in the public interest.

2. Principles of Public Life

Selflessness: Holders of public office should act solely in terms of the public interest. They should not do so in order to gain financial or other material benefits for themselves, their family, or their friends.

Integrity: Holders of public office should not place themselves under any financial or other obligation to outside individuals or organisations that might seek to influence them in the performance of their official duties.

Objectivity: In carrying out public business, including making public appointments, awarding contracts, or recommending individuals for rewards and benefits, holders of public office should make choices on merit.

Accountability: Holders of public office are accountable for their decisions and actions to the public and must submit themselves to whatever scrutiny is appropriate to their office.

Openness: Holders of public office should be as open as possible about all the decisions and actions that they take. They should give reasons for their decisions and restrict information only when the wider public interest clearly demands.

Honesty: Holders of public office have a duty to declare any private interests relating to their public duties and to take steps to resolve any conflicts arising in a way that protects the public interest.

Leadership: Holders of public office should promote and support these principles by leadership and example.

3. My conduct as a Member

As a Member of the Eastern Inshore Fisheries and Conservation Authority, I will ensure that my conduct is in line with the Principles of Public Life by:

- Supporting the Authority's vision 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, and helping the Authority to achieve this vision.
- Dealing with representations or enquiries from our communities fairly, appropriately and impartially, and reporting these interactions to the Chief Executive so that appropriate management action can be taken.

- Not allowing other pressures, including the financial interests of myself or others connected to me, to deter me from pursuing the interests of the Eastern IFCA or the good governance of the Authority in a proper manner.
- Exercising independent judgement and not compromising my position by placing myself under obligations to outside individuals or organisations who might seek to influence the way I perform my duties as a member of this Authority.
- Listening to the interests of all parties, including relevant advice from statutory and other professional officers, taking all relevant information into consideration, remaining objective and making decisions on merit.
- Being accountable for my decisions and co-operating when scrutinised internally and externally, including by our communities.
- Contributing to making the Authority's decision-making processes as open and transparent as possible to enable our communities both to understand the reasoning behind decisions and to be well-informed when holding me and other members to account, but restricting access to information when the wider public interest or the law requires it.
- Behaving in accordance with all our legal obligations, alongside any requirements contained within this Authority's policies, protocols and procedures, including on the use of the Authority's resources.
- Valuing my colleagues and the Authority's staff and engaging with them in an appropriate manner and one that underpins the mutual respect between us that is essential to good local government.
- Respecting the managerial and operational responsibilities of the Authority's staff and only interacting with them in relation to the management of the Authority through the Chief Executive or their Deputy.
- Always treating people with respect, including the organisations and public I engage with and those I work alongside.
- Providing leadership through behaving in accordance with these principles when championing the interests of the community with other organisations as well as within this Authority.
- Not acting in a way that could be perceived as counter to the stated aims or decisions of the Authority.

4. Registering interests

I agree to disclose the following interests to be included in the Eastern IFCA Register of Members' Interests:

- Any employment or trade related to local fishing and/or marine environmental interests for which I receive payment and/or profits.
- Any contracts for goods or services, works to be executed, or land/property between the Eastern IFCA and:
 - me personally,
 - any organisation with which I am involved.
 I do not need to disclose this interest if the contract has been fully discharged.
- Any contracts that I am aware of, for goods or services, works to be executed, or land/property between the Eastern IFCA and:
 - my spouse, civil partner, or a person I live with as husband or wife or civil partner,
 - any organisation with which one of the people listed above is involved.
 I do not need to disclose this interest if the contract has been fully discharged.

I am aware that the Register of Members' Interests will be available for public inspection at the Eastern IFCA's office.

5. Sensitive interests

If I reasonably believe that disclosing an interest (as defined in Section 4) could put me, or a person connected with me at risk of intimidation or violence, I will ask the Clerk to decide whether this is a sensitive interest and will provide him/her with all relevant evidence.

If I disagree with the Clerk's decision, I have the right to appeal to an appeals and complaints board made up of two council members (normally the Chair and Vice-Chair of the Authority), one general and one additional member of the Eastern IFCA. I agree to abide by the appeals and complaints board's decision.

A record of sensitive interests will be kept by the Clerk but only the existence of a sensitive interest will be included in the Register of Members' Interests.

6. Timescale for registering interests

I will notify the Clerk in writing of my interests as described in Section 4 within 28 days of the adoption of this Code of Conduct by the Eastern IFCA or of my appointment/re-appointment to the Authority (whichever is later).

If my registered interests change, or I become aware of a new interest within one of the categories in Section 4, I will notify the Clerk in writing within 28 days of the date on which I become aware of the change or the new interest.

7. Declaring interests at meetings

I agree to declare my registered interests at any meeting I attend where a relevant matter is being considered. If it has been agreed that the interest is sensitive, I will only have to declare that a sensitive interest exists.

I may have other interests in a matter being considered at a meeting I attend, that I do not have to include in the Register. These interests will arise if the matter affects me, or someone connected with me, more than it affects the general population. I agree to declare these interests as they arise.

In deciding whether I should declare an interest of this type, I will consider whether a reasonable person who knew about the interest would perceive me as acting inappropriately if I did not declare it.

8. Voting at meetings

I will not take part in the vote at a meeting on a matter that directly or indirectly affects:

- any income received, or expenditure, by me personally or by one of the people described in Section 4;
- any income received, or expenditure, by an organisation described in Section 4.

I agree to accept the advice of the Chair on whether I can vote at a meeting on a matter in which I have declared an interest. ~~under Section 7.~~¹

9. Participating in discussion at meetings

In taking part in the discussion of a matter in which I have an interest, I will ensure that my contributions relate only to the specialist knowledge or experience for which I was appointed to the Eastern IFCA, and do not improperly seek to favour my own interests or those of anyone connected with me.

¹ See paragraph 18 of the report

10. Delegated authority to make decisions alone

If I have delegated authority to make decisions or carry out actions on behalf of the Authority, I will ensure that I do not do anything in connection with a matter in which I have an interest, apart from notifying the Chief Executive Officer at the earliest opportunity to ensure that the matter can be dealt with effectively in another way.

11. Gifts and hospitality

If I receive any gift or hospitality over the value of £25 related to my role as a member of the Authority, I will notify the Clerk in writing giving details of the gift or hospitality and the date I received, for inclusion in the Eastern IFCA's Register of Gifts and Hospitality.

SIGNED:

DATE:

Code of Conduct for Council Members of the Eastern Inshore Fisheries and Conservation Authority

1. Council members of the Eastern IFCA are required to comply with the Code of Members' Conduct of their appointing County Council.
2. The Clerk will refer any complaints about the conduct of Council Members to the Monitoring Officer of the relevant County Council.

Planning and Communication Sub-Committee

Agenda Item: 9

27 June 2012

Feedback from Communication Engagement Meetings

Area 1

Date and time: 01/05/12, 1430 - 1630

Location: Boston Borough Council

Attendance: Jez Sooben (MMO), Eden Hannam (EIFCA), Lucy Ritchie (EIFCA), 10 Boston Fishermen

Details: This meeting was dominated by the opening of the 2012 cockle fishery. The Boston fishermen were all in favour of an early-opening, hand-worked fishery.

The fishermen were informed of the new Cockle Charter which details the stages of the opening of the Wash cockle fishery (<http://tinyurl.com/chjde56>). The fishermen were pleased to hear that they would be given 7 days' notice prior to the opening of the fishery to allow them time to prepare. 'Blowing out', 'Prop washing' and the use of bags for collecting cockles were also debated.

It was also decided that the next meeting should take place in the evening as it would be more convenient for a greater range of stakeholders.

Next Meeting: 31 July 2012 (1930-2130), The Black Sluice Centre, Boston

Area 2

Date and time: 02/05/12, 1430 - 1630

Location: King's Lynn Masonic Hall

Attendance: Jez Sooben (MMO), Eden Hannam (EIFCA), Lucy Ritchie (EIFCA)

Details: Due to poor attendance it was decided to move the next meeting to the evening.

Next Meeting: 2 August 2012 (1930-2130), Kings Lynn Masonic Centre

Area 3

Date and time: 16/05/12, 1930 - 2130

Location: The Cottage, Cromer

Attendance: Jez Sooben (MMO), Eden Hannam (EIFCA), Ady Woods (EIFCA), Lucy Ritchie (EIFCA), Tom Pinborough (Authority member), Hilary Thompson (Vice-chair of Authority), 6 recreational sea anglers, 2 commercial fishermen, the secretary of the North Norfolk Fishermen's Society, 2 local councillors and a number of other stakeholders.

Details: The meeting at Cromer was dominated by the issue of bass fishing off Cromer Pier. In some cases this practice is believed to involve anti-social behaviour and the on-selling of fish. It was decided that a working group should be set up to debate the issue further and attempt to find a resolution to the problem.

The confusion surrounding minimum landing sizes and Recreational Sea Anglers (RSA) was also discussed.

Next Meeting: 22 August (1930-2130), The Cottage, Cromer

Area 4

Date and time: 02/05/12, 1930 – 2130

Location: The Kingfisher, Ipswich

Attendance: Stacy Mayer (MMO), Eden Hannam (EIFCA), Alan Garnham (EIFCA), Lucy Ritchie (EIFCA), Stephen Worrall (Authority member), a number of recreational sea anglers, commercial fishermen, bait diggers and skippers of charter yachts.

Details: The main concern at this meeting was regarding Marine Conservation Zones and, in particular, reference areas. The bait diggers attending the meeting were fearful that the new protected areas would compromise their business. A lot of hostility and confusion was also expressed about the Marine Conservation Zone process. It may be a good idea to involve Natural England and Balanced Seas in future meetings as they have responsibility for this.

Concern was also expressed over unlicensed ≤ 10 metre vessels netting and setting pot. Eden Hannam said that this would be addressed in the forthcoming bye-law review.

As the meeting clashed with several RSA meetings in the area, it was decided that the Community Engagement Meetings should not be held on the first Wednesday of the month in future.

Next Meeting: 8 August (1930-2130), The Kingfisher, Ipswich (NB: This location may change)