



Inshore Fisheries and  
Conservation Authority

## **Communication and Engagement Plan**

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Sussex Inshore Fisheries and Conservation Authority Communication and Engagement plan

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## FOREWORD

This plan details how Sussex Inshore Fisheries and Conservation Authority will deliver against its remit to engage with stakeholders and be recognised and heard.

In a period where marine environmental management is firmly on the national agenda, we seek to ensure that all, including local taxpayers, elected officials, commercial fisherman, recreational angler, national conservation bodies and environmentally conscious individuals, are aware of and informed about our work in Sussex.

Communication is an important process and to that extent please do contact us if you have any ideas or initiatives that you would wish to share.

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## CONTENTS

Introduction	5
IFCA Vision and Success Criteria	6
3. Communication and Engagement	6
5. Communication and Engagement Activities	9

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## 1 Introduction

The Sussex Inshore Fisheries and Conservation Authority is one of ten regional authorities in England providing inshore fisheries and conservation management. The District covers from Rye to Chichester and extends six nautical miles seawards.

Sussex IFCA was created in 2011 in line with and under the Marine and Coastal Access act 2009. This replaced the Sussex Sea Fisheries Committee which had a rich heritage of marine protection and management in the district.

The Sussex IFCA has sought to build upon the success of its forebear by embracing the widened remit guided by the overarching success criteria set by Defra. A clear and cohesive Communications & Engagement Plan is to be published, executed and evaluated by the Authority each year with stakeholders at its core.

This document is a comprehensive guide to the communication and engagement work streams for the 2016-2020 financial year. It shows where and how public money is being expended to ensure the Authority is recognised, heard and engaged by stakeholders by the most cost effective means.

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## 2 IFCA Vision and Success Criteria

### 2.1 IFCA Vision

*“Inshore Fisheries and Conservation Authorities will lead, champion and manage a sustainable marine environment and inshore fisheries, by successfully securing the right balance between social, environment and economic benefits to ensure healthy seas, sustainable and a viable industry”*

This Vision presents a considerable challenge for all IFCAs in requiring them to balance the needs and expectations of all those with a stake in the inshore marine environment. The creation of IFCAs presented an opportunity to focus on the sustainable exploitation of sea fisheries resources through collaborative, local decision making.

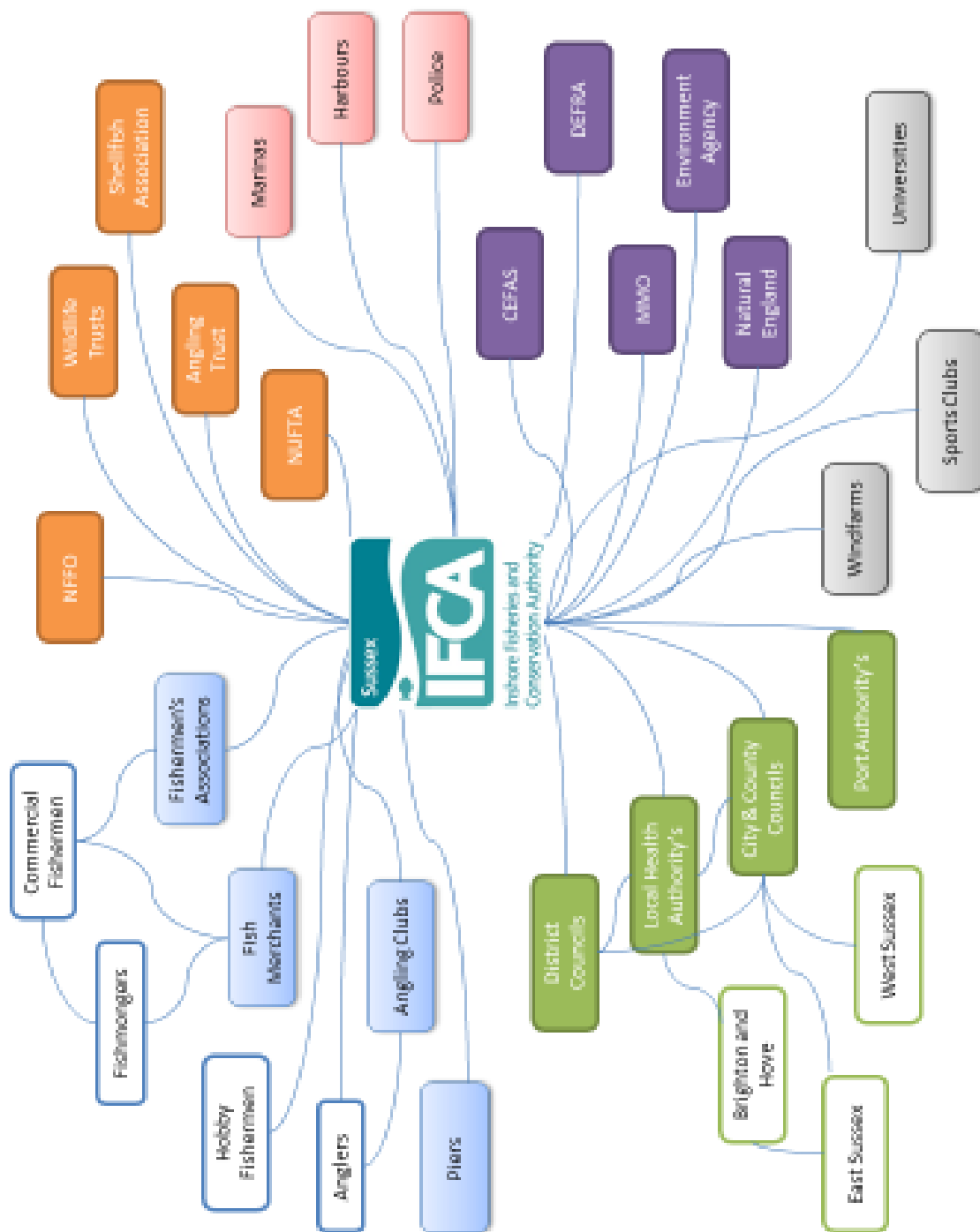
### 2.1 IFCA Success Criteria

To support the IFCAs in delivering their new duties Defra established clear guidelines in the form of five success criteria. Effective communications and engagement is fundamental to delivery against all of these success criteria.

## 3 Communication and Engagement

### 3.1

At the national level our goal is to participate fully in the national marine communications initiative to ensure that IFCA efforts to protect the inshore marine environment and to support and enable activity within it are recognised and understood. At a local level our aim is to create a stakeholder community that is well informed about the work of the Sussex IFCA and that stakeholders are confident that we represent value for money in delivering our core values of healthy seas, sustainable fisheries and a viable industry. Our stake holders are identified in the diagram below.



### 3.2

Our Challenge is to engage people in order to break down any barriers that may still exist and to connect people to Sussex IFCA and ultimately to inform

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people about the marine environment and its fisheries and to earn the recognition and respect of our stakeholders.

Sussex IFCA has developed a number of key messages to reflect our vision and approach to this challenge. We will carry on doing this to ensure the marine environment is managed for the benefit of all users.

<b>We work in partnership with many organisations</b>	<b>We balance the protection of the marine environment and the use of it to support businesses and livelihoods</b>	<b>We manage and regulate sustainable fisheries as part of a wider eco-system</b>
<b>We deliver sustainable fishing and conservation management out to 6 nautical miles</b>	<b>We lead, champion and manage a sustainable marine environment</b>	<b>We operate at a local level to deliver solutions that fit local traditions and culture</b>
<b>We are funded by West Sussex, East Sussex and Brighton &amp; Hove councils</b>	<b>We use evidenced based decision making and have a strong research team</b>	<b>We make best use of taxpayers' money to deliver our objectives</b>



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## 4. Communication and Engagement Activities

The following information set out below are the proposed activities that the authority will conduct in financial year 2015-2016. This aligns with the objectives set for IFCA's by Defra. The communication and engagement activities described in this section have been designed to complement the Authority's organisational priorities for the year (as set out in the Annual Plan available on the Authority Website <http://www.sussex-ifca.gov.uk> )

### 4.1 Activities

- Social Media
- Meaningful community engagement
- Good news stories
- Engaging 'hard to reach' stakeholder groups
- Attend relevant public event
- Information signs placed around the district
- Partnership working encouraged
- Website
- Creation of a media gallery
- Creation of an Interactive App
- The use of IFCA volunteers
- E-Newsletters

<b>Social Media</b>	1.Regular updates on Twitter 2.A regularly updated Facebook profile 3. You Tube channel
<b>Activity description</b>	Social media is free to use and can be updated regularly. Twitter, Facebook and You Tube will be used in combination to keep followers informed of ; <ul style="list-style-type: none"> <li>• Career Opportunities</li> <li>• Fisheries and conservation news</li> <li>• Attendance at events</li> <li>• Community engagement meetings</li> <li>• Staff appointments</li> <li>• The good work of the IFCA</li> <li>• Any Important news</li> </ul>
<b>Activity description</b>	<b>Twitter:</b> Account is active- This account is used regularly. <b>Facebook:</b> Account is active and used regularly. <ul style="list-style-type: none"> <li>• Develop a strategy for use</li> <li>• Ask IFCA staff for regular contributions</li> <li>• Create engaging and meaningful posts</li> <li>• Increase friends and followers</li> </ul> <b>You Tube:</b> Account is active and video links are embedded in the interactive map available on the IFCA website.
<b>Resources Required</b>	Nominated member of staff to oversee the co-ordinating of all social media with support from other staff. It is anticipated that no more than 5 staff hours a week will be consumed by this activity.
<b>Meaningful community engagement</b>	An appropriate system to engage with the widest possible cross section of stakeholder in person
<b>Activity description</b>	Currently we engage with our stakeholders and partners via meetings held in the IFCA office or by appointment in various locations.

	<ul style="list-style-type: none"> <li>• A trial to use a ‘clinic’ style engagement at locations and situations to suit stakeholders and support Byelaw consultation processes</li> </ul>
<b>Resources required</b>	Officer time to travel to location, position and make up office with the correct promotional material.

<b>Good news stories</b>	Press releases to be given to the media
<b>Project Description</b>	<p>To raise the profile of Sussex IFCA by utilising “Good news stories”. Popular or good news stories should be sent out to the media on a monthly basis where feasible. They should be sent to a range of media including</p> <ul style="list-style-type: none"> <li>• TV</li> <li>• Online</li> <li>• Radio</li> <li>• Local &amp; national newspapers</li> <li>• Industry press &amp; magazines</li> </ul> <p>Good relations should be made with media professionals who should be encouraged to approach Sussex IFCA for news and stories. Suggestions include;</p> <ul style="list-style-type: none"> <li>• Invited journalists to come on sea and Land patrol with IFCO’s</li> <li>• EMS &amp; MCZ Byelaws</li> <li>• Shellfish management &amp; Permit Byelaw</li> <li>• The importance of the industry to the local economy and Sussex IFCA’s role in managing it</li> <li>• The work of the research, enforcement and environment teams.</li> </ul>
<b>Resource Required</b>	

	<p>It will take around 8-10 staff hours to write and send press releases. Further staff time may be needed to accompany guest/journalists on sea patrols.</p> <p>Firm contacts to be established with named contacts within the various organisations</p>
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<b>Engaging Stakeholders</b>	Key stakeholder groups will be engaged through visits from staff members
<b>Project description</b>	<p>Sussex IFCA is aware that more could always be done to reach other stakeholder groups to ensure that IFCA is recognised amongst its communities.</p> <p>For example;</p> <ul style="list-style-type: none"> <li>• Local residents of Sussex</li> <li>• Local Schools across the district</li> <li>• Recreational coastal groups</li> <li>• Local fishing groups and clubs</li> </ul> <p>It is essential to redress this balance by Identifying and contacting the groups mentioned above and raising awareness of the work Sussex IFCA by such means as;</p> <ul style="list-style-type: none"> <li>• Giving presentations</li> <li>• Sending out Lesson plans and involving schools in competitions</li> <li>• Getting involved with other partnership groups to use their stakeholders to promote.</li> </ul>
<b>Resource required</b>	To compile a list of the targeted stakeholders and establish a point of contact from IFCO's. Once established to organise presentations and lesson plans/competitions.

<b>Attend public events</b>	
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	Sussex IFCA will be recognised and heard by the local community through our attendance at various events
<b>Project Description</b>	<p>Events take place throughout the region all year round. Many of these events have marine, fishing or coastal themes/area and are suitable occasions to engage with the community and users of the coast.</p> <p>Suitable Events include;</p> <ul style="list-style-type: none"> <li>• Whalefest</li> <li>• Paddle round the pier, Brighton</li> <li>• Waterfront day, Littlehampton</li> <li>• Shoreham Port open day</li> <li>• Yacht Club Open Days</li> <li>• Workboat day, Chichester</li> <li>• Bexhill Sea Angling festival</li> <li>• Scallop Festival</li> <li>• Farmers markets</li> <li>• Pop up IFCA displays e.g. outside fishing museums and Wildlife Trust/National Trust properties</li> </ul> <p>Sussex IFCA to look to recruit local volunteers to assist with promotions and attend festivals/events to promote</p>
<b>Resources required</b>	<p>Hire costs vary according to the event but are generally around £50-£100.</p> <p>A mobile show trailer would be a required and the trailer would need to be stocked with promotional material and consideration for a aquarium /tank to display various marine species to the public (Living Coast)</p>

<b>Information Signs</b>	Sussex IFCA signs to be located along coast and inland waters
<b>Project description</b>	

	<p>Sussex IFCA signs containing information such as minimum landing sizes and QR coding links to local byelaws to be put up across the district.</p> <p>Planning permissions to be considered if signs are to be permanent</p>
<b>Resources required</b>	<p>If the signs are to be permanent there will be a cost for design and manufacture. Currently looking to collaborate with the Sussex Angling Trust and utilise their posters with a QR code and strap line. Small amount of officer hours will be used for finding the contacts for printing and manufacture the signs</p>

<b>Partnership working encouraged</b>	To support and promote the sustainable management of the marine environment'
<b>Project description</b>	<p>Sussex IFCA will work in partnership with a number of organisations.</p> <p>Further partnerships to be gained.</p> <ul style="list-style-type: none"> <li>• A joint event/co-operation with the Sealife centre</li> <li>• Participation with the Sussex wildlife trust 'Wild Beach' initiative</li> <li>• Promotion of marine environment and IFCA management through the 'Living Coast'</li> <li>• Joint communications with the Defra family</li> <li>• Engagement with offshore renewable developers.</li> <li>• Production of 'Sussex sea life' booklet and poster</li> </ul>

<b>Resource required</b>	Staff time will be the key here. Financial costs in setting up these events. This will be required in setting up the partnership and contributing to an event

<b>Website</b>	Sussex IFCA will increase traffic to an up to date, engaging and user-friendly website.
<b>Project description</b>	To enhance and update the website with regular news and features. To get more engagement from the community and educate them to the marine world on our doorstep. Website to be updated with; <ul style="list-style-type: none"> <li>• Material to support FAQs</li> <li>• A Twitter feed</li> <li>• Social media links</li> <li>• Partnership links</li> <li>• A re-invigorated 'environment' section containing educational material about the Sussex species and habitat in our districts marine and coastline.</li> <li>• Information for Schools</li> </ul>
<b>Resources Required</b>	Staff time to reorganise and design new added features and content. Costs to implement technical changes to website via IT.

<b>The use of IFCA volunteers</b>	IFCA Volunteers to be an integral part of Sussex IFCA team
<b>Project description</b>	To advertise and recruit volunteers that have an interest in the fisheries and marine conservation world. The IFCA volunteers would be an integral part of the team that could assist in events and help out with

	promotions and other organised events.
	IFCA volunteers would gain valuable experience.
<b>Resources required</b>	Staff time to train the volunteers and to keep in contact with them. Expenses would be paid for volunteers. A volunteer policy to provide clarity on their involvement.

<b>Newsletters</b>	Newsletter sent to stakeholders on a regular basis
<b>Project description</b>	<p>A newsletter will be developed and sent out to stakeholders and subscribers. The newsletter is intended to keep stakeholders and the community informed of our work and will include the following;</p> <ul style="list-style-type: none"> <li>• Updates on the Authority meetings and a link to the papers online.</li> <li>• Information about community engagement meetings</li> <li>• Staff profiles</li> <li>• Research &amp; Environment team updates</li> <li>• Enforcement team updates</li> <li>• Hyperlinks to relevant documents</li> <li>• Any other news</li> </ul>
<b>Resources required</b>	





	<p>It will take around 40 staff hours to collate the information, design the newsletter and mail it to the stakeholders.</p>
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