



## **NORTH EASTERN INSHORE FISHERIES & CONSERVATION AUTHORITY**

### **CONSULTATION STRATEGY**

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# CONSULTATION STRATEGY

## Introduction

The Authority is fully committed to open dialogue with all stakeholders and interest groups involved in marine related activities within its district. This guide summarises the Authority's approach to consultation.

North Eastern Inshore Fisheries and Conservation Authority (NEIFCA) has adopted the following national 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.”*

A customer focus is considered to be an essential central component of the Authority's engagement with users and interest groups particularly those who have traditionally been under-represented because of difficulties in making contact. Failure to embrace this approach and ethos will impact on the positive delivery of the Authority's strategic and working level objectives and in turn the national IFCA vision which represents the ultimate goal in achievement.

The Authority is best placed to decide whom to consult and in what way, taking account of all requirements of good practice. Nevertheless, it must adopt a strategic approach to consultation and ensure that adequate arrangements are in place to meet its responsibilities to consult.

These guidelines are intended to provide a framework for all consultation by the Authority.

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# CONSULTATION GUIDE

## PREPARATION

1. Deciding the purpose of the consultation: You should have a clear view about the purpose of the consultation exercise and what the Authority wants to know at the end of the exercise.

Consideration should be given as to the level of information which it is necessary to provide to those to be consulted in order to get a more meaningful response from the exercise.

2. The main reasons for consultation are either:
  - a) Information: providing information to raise awareness of an issue, or
  - b) Learning: a focus to listen and learn from the public and interest groups
  - c) Exchange: a commitment to define issues, provide information and debate problems and solutions with others
3. Who to consult: Is it the industry at large or a defined category of users, or targeted customers?
4. When will the consultation take place: This question is linked to the reason for carrying out the consultation and could be;
  - at the beginning to provide a benchmark when management options are being formulated,
  - when more specific and detailed management options have been developed or
  - when future management options or strategies are being considered.
5. What techniques to use: This will depend upon the reason for the consultation and upon who is to be consulted. The available techniques range from consultation with all known participants in marine activities within the Authority's area on a particular wide ranging policy issue to a small focus group considering for example a fishing gear specific issue such as potting, trawling or recreational activities. In all cases a mix of techniques will be required.

## CONSULTATION GUIDE

### PRE CONSULTATION AUDIT

	<b>YES/NO/TIMESCALES</b>
<p>Is there a need to provide information to inform the consultation process?</p> <p>Are we trying to ;</p> <ul style="list-style-type: none"><li>identify needs (those met and those unmet)</li><li>identify satisfaction (quality of current provision)</li><li>identify alternative options</li><li>clarify/validate a set of agreed objectives or outcomes</li></ul> <p>What is already known about views and positions, do we need to consult?</p> <p>Who do we need to consult?</p> <p>Within that grouping are there any hard to reach groups? If so, who and what special arrangements are appropriate?</p> <p>Which Technique do we need to use (Select at least 1 technique from each of groups 1 - 5)</p>	

## CONSULTATION GUIDE

### CONSULTATION MATRIX

PURPOSE	TECHNIQUES	DESCRIPTION	TARGET AUDIENCE	FEEDBACK
<b>GROUP 1</b> Providing Information - <b>An</b> opportunity for raising awareness and gaining understanding.	Media Attendance at Public events Question Times  Notice Boards Website Social media platforms Team Meetings	Electronic mail shots to all interested parties } Posted features on Social Media platforms } News Releases } Press Statements } Prepared Messages } Prepared Displays } Notices to Mariners Minutes Statements Prepared Document	Community at large  Members, Staff and public	By meeting, letter, e-mail media Social media
<b>GROUP 2</b> Consulting the Public	Feedback System  Interactive web-site  Social Media platforms  Public meetings  Opinion polls/Questionnaire Surveys	Inviting e-mail messages from customers on a particular issue or service matter.  Post short informative items on social media platforms such as Facebook  These are a traditional method of informing the public usually with a platform of Members and/or Officers and based upon an open invitation to members of the public to attend.  These may be used to find out customers' views on service specific issues for example "should there be an effort limitation scheme". The opinion polls are generally used to obtain users immediate reactions	All Cases  Community at large  Community at large  Community at large  Community at large or Defined Category	Posted comments and reactions  E-mail Individual Feedback  Report

PURPOSE	TECHNIQUES	DESCRIPTION	TARGET AUDIENCE	FEEDBACK
Consulting the Public	Focus groups	One off focus groups bring together customers to discuss a specific issue. Focus groups need not be representative of the general population maybe involving a particular fishing sector only. Discussions may focus on the specific needs and wishes of that sector or on ideas for broader policy or strategy. Focus groups typically last between 1 and 2 hours only. Usually involving 8 to 12 people.	Defined Category	Media Newsletters Individual Feedback
	Surgeries	One off events where customers 'book' time slots to discuss specific topics on a 'one to one' basis with 1 or 2 officers. Time slots normally extend to 15 minutes and those attending are often more open in expressing their views and opinions. Surgeries also provide a more personal approach but due to limitations on time must be managed efficiently.	Defined Category	
	Service user forums	These are ongoing bodies which meet on a regular basis to discuss issues relating to the management and development of a particular service. Forums may have a set membership or operate on an open basis.	Defined Category	
	Issue forums	These are also ongoing bodies with regular meetings but focusing on a particular issue e.g. the under 10 m Regional Advisory Group. Again, they may have set membership or operate on an open basis and are often able to make recommendations to the Authority or to share in decision making processes.	Defined Category	
	Stakeholder Satisfaction surveys	These may be one off regular initiatives focusing, either in specific services or on the Authority's general performance. Surveys might be carried out in a variety of ways e.g. electronically, in person via IFCOs and might cover the entire fishing industry or a particular sector.	Defined Category of Customers or Targeted Customers	

GROUP 3 - Consulting with Members	Member Focus Groups	A small group of Members to discuss a specific issue e.g. patrol vessel procurement, organisational change or national consultation exercises.	Targeted Members	By report
	Member Seminars	One off open meetings to act as sounding boards for the Members of the Authority and also as a means of training or informing.	All Members	Printed reports
	Area Panels	A grouping of Authority Members from single IFCA districts to discuss a specific issue of interest to a specific locality.	Members for district concerned.	By reports



PURPOSE	TECHNIQUES	DESCRIPTION	TARGET AUDIENCE	FEEDBACK
GROUP 4 - Staff	Staff Panel	An ongoing panel which focuses upon a specific service or policy issue or on a wider strategy (e.g. annual plan, Health and Safety review)	Cross section of staff forming panel	By report
	Staff Focus Group	A small group of staff to discuss a particular issue.	Defined category of staff	By report
	Staff Suggestion Scheme	A mechanism for any member of staff to put forward ideas for service improvement and development.	All members of staff	Individual feedback
	Team Briefing	Utilising the existing team briefing framework to discuss issues affecting the team.	Team member	Team meeting process
	Specialist Staff Task Groups	Set up specifically to look at ad hoc one-off specific issues (e.g. website development)	Staff concerned	By report
GROUP 5 - Consulting with Partners	One to one Discussions	Opportunity to debate issues individually.	Partner concerned.	Individually
	Meetings of Partnership	Formal grouping of Partners to create wider debate upon issues affecting the whole Partnership (e.g. Memoranda of Understanding development)	The Partnership	Reports or newsletters
	Cluster Meetings of Number of Partners	Discussion crossing Partnership boundaries, either on specific issues or on wider issues (e.g. Joint Coastal Enforcement Group).	The appropriate Partnerships	Reports and newsletters
	Opinion Surveys	One off regular initiatives focusing either on specific issues or on the Authority's general performance.	Partnership concerned	Newsletters

