



## **Devon & Severn IFCA – Communications Report 22/08/18 – 22/11/18**

### **Communications Activity:**

**Enewsletter:** Winter Enewsletter December 2018 (publication 7<sup>th</sup> December – tie in with publication of Baker court case, allowing for appeal period)

### **Media Activity:**

Production and circulation of **Press Releases** to media:

- VMS
- Court Case (pending – publication 7<sup>th</sup> December)
- Sea Tests on New Boat and Official Launch day (pending)

### **Press Coverage:**

- VMS Interview with Mat Mander, BBC Radio Devon
- VMS launch: Fishing News, Plymouth Herald, The Fish Site, Devon Live

### **Highlighted information (social media and website)**

- D&S IFCA Crawfish Management Surgeries
- Objectives, drivers and work streams of Annual Plan
- Success Criterion of D&S IFCA
- GDPR compliance – our responsibilities
- Compliance and enforcement policy
- Enforcement patrols – compliance checks
- Research (Cockle survey on Exe, Bait digging survey, mussel stock assessments, Seagrass)
- Purchase of Permits online
- Byelaw Review process
- Byelaw book and minimum conservation ref size list
- New Fishing vessel working conditions law
- Reporting suspected illegal or suspicious fishing activity (Increased reports received via social media and passed on to Enforcement Team)
- Marine Pioneer project update

## Highlighted information (social media and website) contd/...

- Fisheries Bill
- Cefas Seabass consultation
- Discards Ban – MMO Guidance
- UK Fisheries Amateur project funding for small scale coastal fishermen
- Southern IFCA – Netting Review
- Crawfish Management in District – invitation for feedback
- Reminder of Scallop curfew
- New measures to protect otters in D&S District
- Netting Byelaw reminder
- Sonar and the Severn – studying fish in zero visibility
- New Seabass regulations
- Changes to potting permit conditions
- Introduction of VMS in D&S District
- Voluntary Codes of Conduct (Emsstrom Wreck Zone, Skerries Zone, Exe Estuary)
- Enforcement case outcomes
- Compliance and Enforcement Policy
- Trialling of Aris Sonar
- Increase in legal size for Whelk
- MMO recruitment for D&S IFCA members
- Stats on D&S IFCA District
- IBass Project with Plymouth University
- New Website launch

### **Social Media Management:**

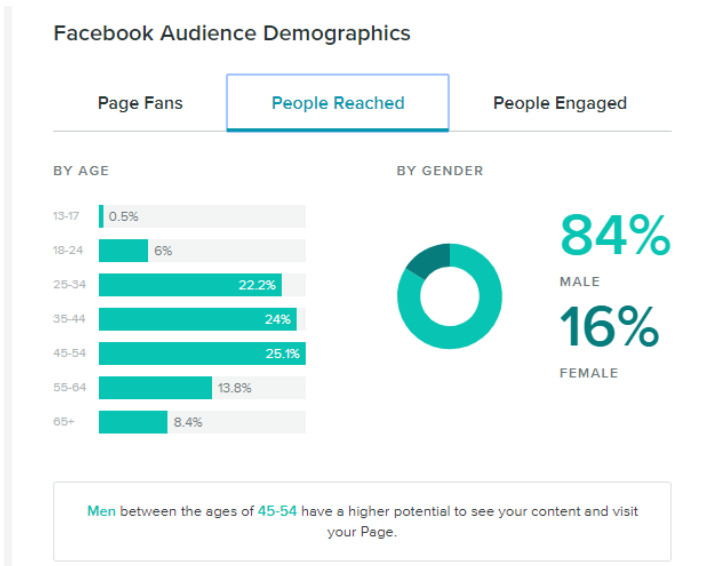
Total Impressions\*: 282k (\*number of times content was seen in News Feed or visits to Pages)

Total Engagements\*: 4.6kk (\*total number of reactions, comments, shares, retweets, replies with audience)

Link Clicks\*: 2.5k (for further information)

*(Stats 'decrease' this quarter in reach and engagement, reflect drop from particularly high levels last quarter re. interest/discussion on Bass Fishing 'no take' regulations/ breaches of this /speculation on new EC ruling on which had a significant impact on reach and engagement)*

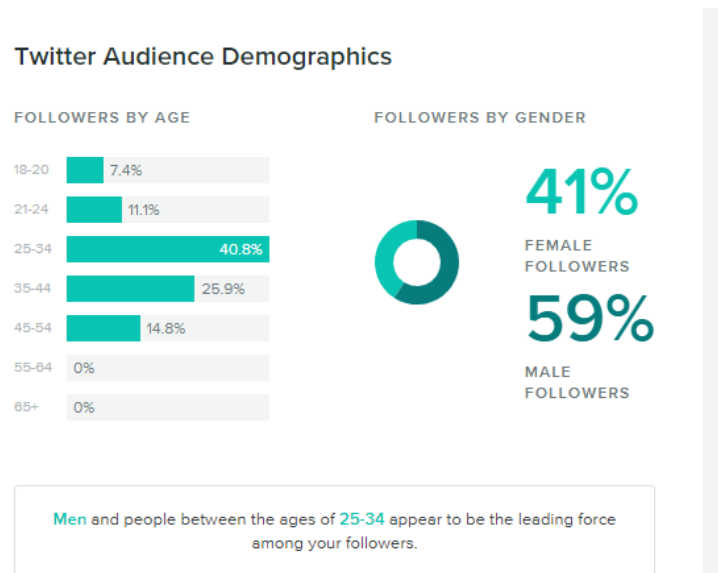
**Facebook:** No. of followers: 300 (+14%)



**Top Facebook posts** (Based on number of people content reached, includes content 'shared' with others) with links to websites for further information:

1. Seabass – changes to restrictions 10.2k reach
2. Catch and release good practice 3.2k
3. Seabass conservation management feedback 3k reach
4. Codes of Conduct for River Exe 3k reach
5. Cefas Bass Fisheries Consultation 2.2k

**Twitter** No. of Followers: 2,7k (5+%)



**Top Twitter Posts** (based on number of people content reached, includes Retweets) with website links to further information

1. Proposals for 'red tape' to be removed for divers retrieving litter (45.4k reach)
2. Cefas Seabass collaborative workshops (36.3k)
3. MMO plans to achieve sustainable development (31.7k reach)
4. Lyme Bay, Educational outreach programme (26k)
5. Maritime Trust shipwreck map (20.3k)