

NWIFCA Quarterly Meeting

16th June 2017: 11.00 a.m.

AGENDA
ITEM NO.
12

COMMUNICATIONS UPDATE

Purpose of Report

To provide an update of communications related work completed within the last three months.

Recommendation: The report is received.

Background

The following is a summary of work carried out this quarter under the Communications strategy agreed at the March meeting.

The outputs have been compiled with the assistance of the science team.

Website

1. Stock banner imagery on some pages has been updated with Creative Commons 0 (CC0) images from Pixabay. Images released under CC0 are free of copyright restrictions with no rights reserved by the creator. The new images are more relevant to the subject of the pages than the previous stock images.
2. All historic (2011 to date) IFCA meetings minutes and reports have been uploaded to the website. The process took longer than expected due to converting the word documents to .pdf.
3. General website maintenance work included adding articles, posting the byelaw consultations, updating the cockle and mussel fisheries information, and adding completed HRAs. An issue was found where certain browsers were caching and displaying an older version of the site until refreshed. To fix this header script was added to force a refresh.
4. Within the next quarter individual species pages will begin to be populated with details such as habitat, reproduction, distribution and management methods.
5. The history section will be developed. The history of IFCA's (and preceding bodies) is interesting and has been omitted from most IFCA's websites. The section will be built upon the Authority's records which date back to around 1890.
6. A Recreational Sea Angling (RSA) section to go under the fisheries menu is being developed. The section will include information such as applicable byelaws, the RSA Strategy and where to fish.

Publications

7. Annex B was requested by AIFCA. Each IFCA was asked to provide 2 pages highlighting the MPA work within its district over recent years. The completed document will champion IFCA achievements in setting up the English network of MPAs.

8. A new poster informing Recreational fishers about the Bass regulations has been created and is located in Annex C. A small card to advertise the RSA was also created to hand out to RSA stakeholders.
9. A flyer to advertise the RSA strategy is designed to provide basic information on the minimum sizes within the district and a brief introduction about the RSA Strategy.

Social Media

10. The NWIFCA Facebook page is now live. Visitor posts to the page must be approved before they are visible to the public, until the page is fully established. The 'like count' currently sits at 10 as the page has not been promoted through other streams yet.
11. The Twitter account currently has 473 followers and is steadily gaining followers.
12. Content across both social media platforms is currently lacking. Over summer, content will be created by photographing the work of the IFCA throughout the district. This will also help to create a bank of images to be used for future articles and publications.

Digital Communications Officer
5th June 2017

Annex A: Core Annual Plan

Tasks	Relevant Aims	Milestones	Status
Develop engaging and informative social media content on a regular basis showcasing the work the NWIFCA performs and championing the partnerships the NWIFCA is involved in.	A1, A2, A3, A4, A6	<ol style="list-style-type: none"> 1. Increase twitter follow base to 800 before the end of March 2018. 2. Establish a facebook page and gain 200 likes before end of March 2018. 3. Gain verified status on Facebook and Twitter. 	<p>Twitter: 473 Followers</p> <p>Facebook: Page established recently 10 likes.</p> <p>Joined Angling Addicts - Will use to platform to post items of interest to anglers such as Bass Project post purdah.</p> <p>Ongoing - Hope to get out in summer to document work done by the IFCA</p>
Review the utilisation of the OneNet phone system ensuring that it is being used to its full potential.	A3	<ol style="list-style-type: none"> 1. A simple user guide outlining how to use features such as login/out and out office created by end of July 2017. 2. Review the digital attendant recording and hunt groups by November 2017. 3. Create a call handling procedure by March 2018. 	<p>Start June 2017.</p> <p>Familiarised self with OneNet management portal.</p>
Create recreational fisheries section on the website.	A2, A3, A6	<ol style="list-style-type: none"> 1. Create and populate the recreational sea angling page in cooperation with AC. 2. Create and populate the 'hobby potting' section by August 2017 	Started - Ideas brainstormed for RSA section - need to fit around AC's schedule.
Create a recreational fishing guidebook explaining the necessary byelaws and permits per hobby activity.	A1, A2, A6	<ol style="list-style-type: none"> 1. Complete the first draft for review by mid-November 2017. 2. Review and implement amendments by the start of December 2017. 3. Send to print in time for hobby permit renewals for 2018. 	<p>Going to be split into three sections due to byelaw reviews to allow easy editing.</p> <p>Will start with the Recreational Sea Angling guide.</p>

Reference the relevant aims within each task on the plan.

A1) To raise awareness of the NWIFCA within the district to stakeholders.

A2) To be accessible to all.

A3) To utilise the communications tools available effectively.

A4) To build relationships with stakeholders, both individuals and groups.

A5) To give stakeholders a voice and develop a dialogue.

A6) To inform and educate the wider community.

Reach out to local interest groups and seek to build relationships.	A1, A2, A4, A5, A6	<ol style="list-style-type: none"> 1. Build a list of at least 20 groups and contacts by late June 2017. 2. Make contact with a brief introduction and offer out my contact details by mid-September. 3. Where possible and invited attend groups to raise awareness and promote the work of the IFCA by March 2018. 	<p>Talk booked at Blackburn probus club in July.</p> <p>Attended a talk given by JM in February at the Preston Society.</p>
Review application forms and guidance notes with an aim of simplifying where possible to give clear instructions.	A2, A3	<ol style="list-style-type: none"> 1. Review Byelaw 3 application form by end June 2017. 2. Implement a Byelaw 3 waiting list application form by August 2017. 3. Review the hobby permit application forms by end November 2017 	<p>Attended a review meeting with LDNP regarding permit database. Options for preferred contact method are to be added to the database to help move away from paper copies.</p>

Reference the relevant aims within each task on the plan.

A1) To raise awareness of the NWIFCA within the district to stakeholders.

A2) To be accessible to all.

A3) To utilise the communications tools available effectively.

A4) To build relationships with stakeholders, both individuals and groups.

A5) To give stakeholders a voice and develop a dialogue.

A6) To inform and educate the wider community.

Management of Marine Protected Areas

The District

The NWIFCA District contains a range of sensitive habitats ranging from deep, species rich, offshore mud to rocky shores along the Cumbrian Coast with important nesting sites for seabirds. There are vast expanses of intertidal and sub-tidal sandbanks adjoining extensive bays and estuaries. Intertidal glacial cobble and boulder moraine skears typically have substantial honeycomb worm reefs. The mussel beds of Morecambe Bay, the Ribble Estuary and other areas are economically important and are the focus of much of the management work of the Authority.



Figure 1: Glacial moraine skewer in Morecambe Bay covered in seed mussel

Designated Areas

Designated MPAs cover a large amount of the District. These include four Marine Conservation Zones (MCZ), five Special Areas of Conservation (SAC), three Special Protections Areas (SPA), and three proposed SPA extensions. There are also Ramsar sites, national and local nature reserves and Sites of Special Scientific Interest (SSSI) within the intertidal and coastal zones.



Figure 2: NWIFCA uses ribs and quad bikes to reach remote mussel beds in Morecambe Bay before carrying out surveys and inspections on foot

Monitoring Fishing Activity

NWIFCA works to ensure designated habitats and species are not damaged by fishing activities. Boat and shore patrols also provide activity data to support science assessments and management proposals, which are implemented and enforced.

Working with Others

Key partners are Natural England, MMO, Environment Agency, Cumbria Wildlife Trust and the RSPB - who alert us to concerns and provide conservation advice. Fishing industry sectors are also significant partners. The Authority aims to facilitate cross sectoral understanding and agreement through multi-sectoral meetings and its website (www.nw-ifca.gov.uk) to achieve sustainable fisheries without risk to conservation features.

Management of Marine Protected Areas

Case study

Bivalve Mollusc Working Group (BMWG): A cross sectoral committee set up by NWIFCA to provide industry perspectives on fisheries management

Morecambe Bay stocks of cockles and mussels vary greatly from year to year. The causes of population fluctuations are not fully understood which makes them difficult to manage. These bivalves are important food components for vast numbers of overwintering waders for which the Bay is designated (SAC, SPA, Ramsar, SSSI, NNR, LNR). In recent years Morecambe Bay seed mussel has become an increasingly sought after resource for aquaculture, and (when opened) is fished by dredge vessels and hand-workers in huge quantities. Conflict between sectors over Morecambe Bay bivalves led the Authority to set up a multi-sectoral forum, the Bivalve Mollusc Working Group, with fishing industry, conservation agency and NGO membership. The forum provides an arena for dialogue, improving understanding and agreement between sectors on stock management. Before opening, all fisheries are assessed to ensure they are Habitats Regulations compliant.

Protecting Reef Features

NWIFCA Byelaw 6¹: PROTECTION FOR EUROPEAN MARINE SITE FEATURES (2014) protects reef features within the Morecambe Bay, Solway Firth, Dee Estuary, Shell Flat and Lune Deep EMS from bottom towed gear. The byelaw also prohibits bait collection and fishing by hand in the seagrass beds of Morecambe Bay.



Figure 4: *Sabellaria alveolata* reef

Case study

Lune Deep Boulder Reef

The Lune Deep boulder reef was complex because the steep sided reef dips to a flat sandy seabed, also located within the EMS, where fishing has been historically valuable to local boats. The authority worked with the fishing industry and Natural England to develop a byelaw that allows a low level of trawling under permit on the sandy areas around the reef features. Following HRA, four authorisations were issued to local fishers with a historic track record and the knowledge and expertise to fish in the deep waters around the reef without impacting the reef itself. Fishing has subsequently been monitored to ensure compliance, which has been very good. This was expected as straying onto the reef would put both gear and vessels at risk. The byelaw achieved a 'win win' outcome allowing fishing to continue with no risk of damage to the important reef conservation feature.

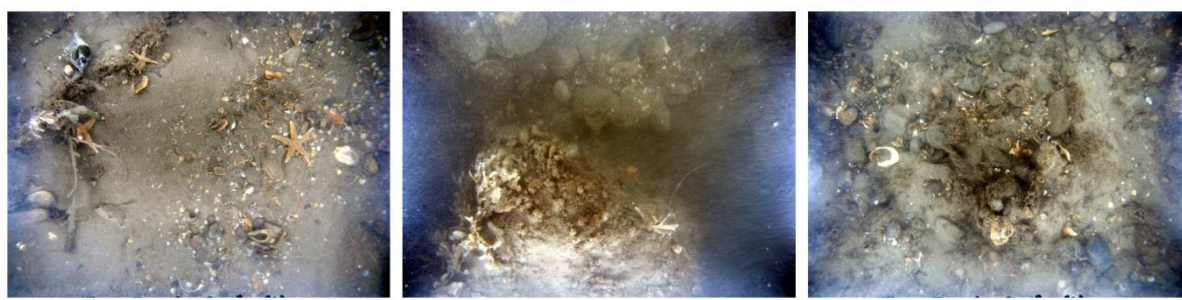


Figure 3: Shell Flat & Lune Deep SAC reef features protected under NWIFCA Byelaw 6



MAIN OFFICE
1 PRESTON STREET
CARNFORTH
LANCASHIRE, LA5 9BY
Tel: (01524) 727970

WHITEHAVEN OFFICE
6 DUNCAN SQUARE
WHITEHAVEN
CUMBRIA, CA28 7LN

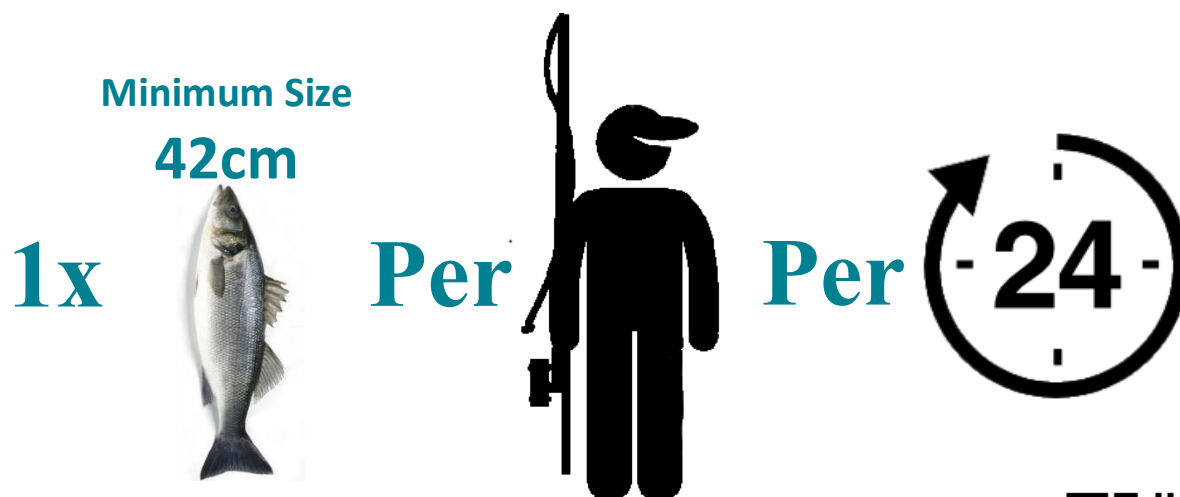
EUROPEAN REGULATIONS FOR RECREATIONAL FISHING FOR BASS

Council Regulation (EU) 2017/127

FROM 1ST JANUARY TO 30TH JUNE 2017 INCLUSIVE:
CATCH AND RELEASE ONLY



FROM 1ST JULY TO 31ST DECEMBER 2017 INCLUSIVE:
ONE BASS PER PERSON PER DAY



**THIS APPLIES WHETHER YOU ARE FISHING FROM A
VESSEL OR FROM THE SHORE**

FOR GUIDANCE PURPOSES ONLY. ALL INFORMATION CORRECT ON DATE OF PRINTING 05/06/17

SCAN THE QR CODE FOR BASS FISHING GUIDANCE FROM THE MARINE MANAGEMENT ORGANISATION

