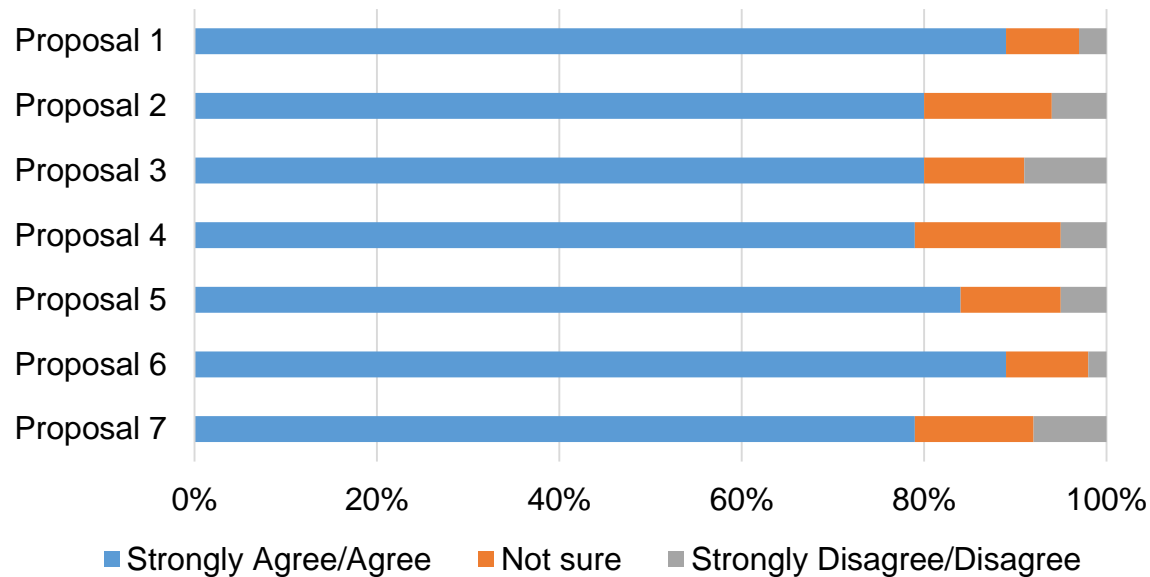


IRMP Dashboard – 23 Sept to 14 Oct 2019

Responses to-date: 219

IRMP Consultation Headlines @ Friday 11 October 2019



Other comments

- Your Voice sessions to be scheduled

Engagement Activities

- Managers Briefing – 23 Sept
- Consultation: FBU – 24 Sept
- Directorate – 14 Oct
- Managers Briefing – 14 Oct
- PFC Sub Panel – 14 Oct
- Public Meeting – 14 Oct
- SLT Update – 15 Oct

Upcoming

- BSL signed video of consultation document and questions anticipated mid-end October
- Consultation promotion to be added to the footer of all external emails
- Promo video for social media
- Leaflets to be included for all school visits
- Directorate Update: 28 Oct
- SLT Update: 29 Oct
- Rotary Club

IRMP Dashboard – 23 Sept to 14 Oct 2019

Internal Communications

- Launch day Daily News and item in The Shout/60 Seconds
- Consultation document and campaign toolkit sent to all managers
- Computer desktop image promoting the consultation
- Kelvedon Park TV screens promoting the consultation
- Poster sent to all stations via Station Pack distribution
- Mention in Jo's Blog (9 Oct)
- Agenda item for 14 October manager briefing

External Communications

- Launch day press release.
- Campaign toolkit sent to partners and stakeholders.
- Organic social media posts across Instagram, Facebook and Twitter.
- Paid for targeted Facebook and Instagram adverts.
- Letters and leaflets to all Essex libraries, GP surgeries, universities and colleges.
- Letters to MPs, Council Leaders and Chief Execs.
- Leaflets given out at all home safety visits.
- Advert added to incident pages on ECFRS website (most visited section of website).
- Pop-up added to homepage of ECFRS website.