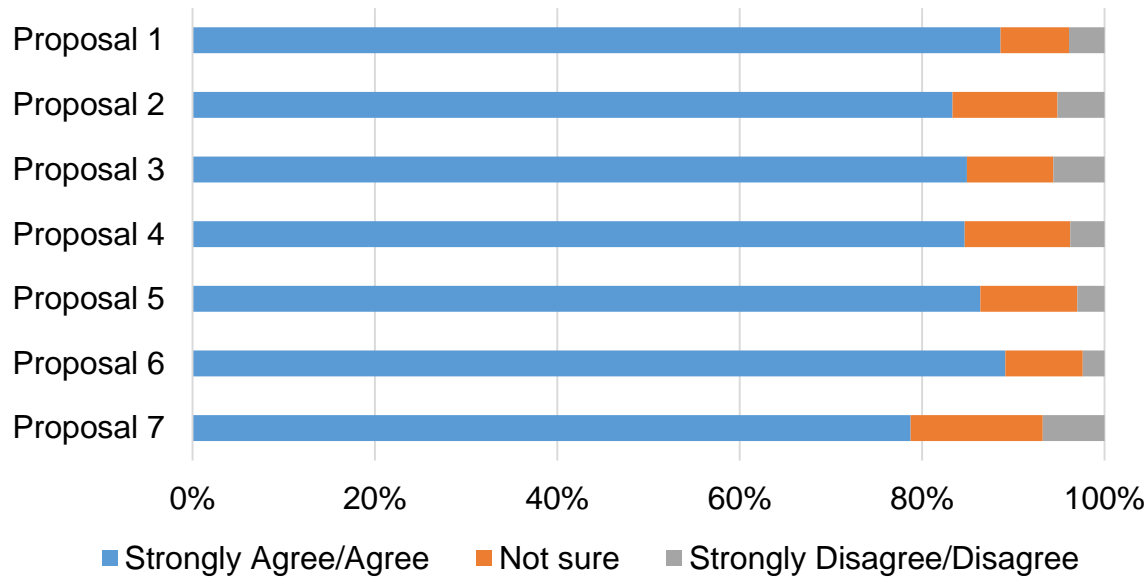


IRMP Dashboard – 23 Sept to 11 Nov 2019

Responses to-date: 646

IRMP Consultation Headlines @ Monday 11 November 2019



Other comments

- Drive for engagement – demographics low in Harlow and Castlepoint

Engagement Activities

- Directorate: 28 Oct
- P&R update: 28 Oct
- SLT update: 29 Oct
- Rotary Club: 31 Oct
- Directorate: 11 Nov

Upcoming Dates

- SLT Update: 19 Nov
- Directorate: 25 Nov
- P&R update: 25 Nov
- OPFCC Team update: 26 Nov
- Strategic Board: 2 Dec

IRMP Dashboard – 23 Sept to 11 Nov 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)
- Weekly breakdown of proposals: Proposal One, Two and Three

Upcoming – Comms

- Word of mouth (Fitness Team)
- Weekly breakdown of proposals 4, 5, 6 & 7
- Paid Advertisements; Essex Chronicle and Maldon and Burnham Gazette and Thurrock Gazette
- Emails to be sent to Castle Point resident association groups
- Share BSL video link with deaf and hard of hearing groups and networks

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
- Consultation promotion added to the footer of all external emails
- Leaflets included for all school visits
- BSL signed video of consultation document and questions
- Promo video for social media
- Emails sent to Parish Councillors, Local Councillors, PFC Panel Councillors
- Email to Harlow Resident Association