

Appendix D

IRMP 2021-24 Methodology and Consultation Approach

This Appendix sets out our methodology and overview of consultation responses received.

1 Publicising the consultation

- 1.1 Due to the COVID-19 Pandemic, we had to review and adapt our approach to engagement and consultation, to ensure the safety of our staff and the public. Public Health England advised public meetings should only take place if absolutely necessary, TWFRS have a responsibility for staff and members of the public.
- 1.2 As face to face public meetings were not possible, we utilised a wide range of other mechanisms to enable meaningful engagement and proportionate consultation on the proposals. This included:
 - A bespoke IRMP 2021-24 Consultation Web Page was developed, including full background information on each of the proposals, including links to the various mechanisms to provide feedback.
 - A bespoke IRMP 2021-24 Consultation Intranet Page (for staff) containing the same info as above.
 - A bespoke IRMP 2021-24 Email account to direct further questions / queries.
 - Meetings with Councillors and MPs conducted with our CFO, DCFO and Senior Leadership Team.
 - 69 Letters drafted to Stakeholders including mechanisms to provide feedback.
 - 400 Letters drafted including hard copy surveys, to all Sheltered Housing Accommodation in the Birtley area.
 - All local Schools contacted in the Birtley area utilising Teacher/Parent communication apps (Dojo).
 - A Fire Cadets workshop delivered.
 - 2000 leaflets distributed around the Gateshead and Birtley area which included; Local Mosques, Community Centres, GP Practices and Leisure Centres.
 - 100 leaflets distributed via Food Parcel deliveries to the most vulnerable.
 - 100 leaflets distributed via our Home Safety Checks.
 - 100 leaflets distributed to all Commercial Premises on Durham Road, Birtley.
 - 300 leaflets distributed at COVID-19 Vaccination sites including the COVID-19 Vaccination Bus.
 - Correspondence to Community Safety / Strategic Partnerships including the Birtley Youth Group.
 - 100 leaflets distributed during out Fire Safety Audits in the Tyne and Wear area.
 - IRMP 2021-24 Posters distributed to all TWFRS Community Fire Stations, SHQ and TSC.
 - Two live IRMP 2021-24 Staff briefings hosted by ELT members delivered, providing a live forum to ask questions and provide feedback.

- Three live IRMP 2021-24 Watch briefings hosted by SLT members delivered, providing a live forum to ask questions and provide feedback (1 Watch joined a staff briefing due to a large incident occurring at the time of their briefing).
- An additional live (virtual) engagement event arranged, at the request of Cllr Foy on Monday 9 August, 5 members of the public, 6 Councillors and 1 MP attended the event.
- Published a FAQs link on all Social Media channels including the TWFRS Website.
- Four Outlook email reminders to Staff to provide feedback and complete the Survey.
- Published 6 Intranet news articles reminding Staff of the Consultation.
- 132,078 total reach on Social Media (Facebook, Twitter and Instagram) during the 8 week consultation period.
- 391 impressions on LinkedIn during the 8 week consultation period.

2 Public, stakeholder and staff survey

- 2.1 A survey, seeking both quantitative and detailed qualitative feedback from members of the public, stakeholders and staff regarding our proposals was undertaken. The survey was published on the Service website and Social Media platforms for Members of the Public and on the Intranet for Staff. A total of 648 completed surveys were received.
- 2.2 Many questions were received during the consultation period. Where possible these were responded to immediately, and recurring questions were captured in a 'frequently asked questions' (FAQ), published on our website and social accounts. The survey results were analysed, and then this analysis quality assured, by an in-house team.

3 COVID-19 - Public meetings

- 3.1 Due to the COVID-19 Pandemic, we had to review and adapt our approach to engagement and consultation, to ensure the safety of our Staff and the Public. We contacted Public Health England during our Consultation scoping and were advised "*Public meetings should only take place if absolutely necessary*", TWFRS have a responsibility for staff and members of the public. Our consultation was communicated widely, and responses were invited from all residents of the Tyne and Wear area, plus regional and national stakeholders. In addition, we specifically targeted additional communication, engagement and consultation activities in the areas most affected by the proposals.
- 3.2 In addition to the survey results, feedback was also received from members of the public via email (5). Queries were responded to immediately and fed into our Frequently Asked Questions.

4 ELT Virtual Staff and Watch briefings

- 4.1 Between 16 June and 11 August two virtual Staff and three Watch based briefings were held, hosted by ELT members. Staff received a presentation outlining the proposals and the rationale for these were explained. Staff were encouraged to ask questions for clarification, provide comment on the

proposals and formally respond to the Consultation by completing the Survey via the links published or emailing the IRMP Consultation inbox.

5 Stakeholder meetings and letters

- 5.1 As part of our Consultation, 69 Stakeholders / Partners have been contacted by letter or email. Meetings were also held with Councillors and MPs, conducted with our CFO, DCFO and Senior Leadership Team.

6 Social media activity

- 6.1 Throughout the consultation period between 16 June and 11 August, we regularly posted information on our social media platforms – Facebook and Twitter, in particular, to ensure our Communities had regular access to information on the IRMP Consultation, as well as encouraging them to participate. We also posted information and updates on Instagram. On Facebook, we received questions – all of which were redirected to the Consultation inbox – as well as a number of comments on the consultation process.

- 6.2 Here are the descriptions of the key Social Media terms mentioned throughout this document.

<i>Reach</i> =	How many social media users the message reached
<i>Engagements</i> =	How many people engaged with the post
<i>Post Clicks</i> =	How many people physically clicked on the message
<i>Shares</i> =	How many people shared the message to their users
<i>Likes</i> =	How many people acknowledged the item with a thumbs up
<i>Impressions</i> =	Number of times people saw the Tweet on Twitter

- 6.3 An overview of our social media activity is set out below:

WEEK FIVE (w/c 12 July)

13.7.21 Give us an I...Give us an R...Give us an M...Give us a P

Facebook:	Reach = 4150 / Engagement = 27 (inc. 6 likes)
Twitter:	Impressions = 2493 / Engagement = 27 (inc. 3 likes)
Instagram:	Reach = 835 / Impressions = 895 / 12 likes
LinkedIn:	N/A

17.7.21 We have produced a little flyer that condenses all of the IRMP (Integrated Risk Management Plan) consultation survey information in to one place!

Facebook:	Reach = 4827 / Engagement = 29 (inc. 2 shares / 9 likes / 18 post clicks)
Twitter:	Impressions = 3625 / Engagement = 93 (inc. 4 retweets / 5 likes)
Instagram:	Reach = 1086 / Impressions = 1152 / 18 likes
LinkedIn:	N/A

18.7.21 We've designed an IRMP logo people can proudly post on to their social media feeds...

Facebook:	Reach = 4094 / Engagement = 29 (inc. 11 likes / 18 post clicks)
Twitter:	Impressions = 3310 / Engagement = 74 (inc. 2 retweets / 2 likes)
Instagram:	Reach = 950 / Impressions = 1028 / 13 likes
LinkedIn:	N/A

Weekly Totals:

Facebook: Reach 13,071
Engagement 85 (26 likes / 36 post clicks)

Twitter Impressions 9,431
Engagement 194 (10 likes / 6 retweets)

Instagram Reach 2,871
Impressions 3,075 (43 likes)

WEEK SIX (w/c 19th July)

22.7.21 A big thank you to Your Homes Newcastle to spread the word about our IRMP

Facebook:	Reach = 8508 / Engagement = 216 (inc. 3 shares and 15 likes / 1 love) 195 post clicks
Twitter:	Impressions = 2966 / Engagement = 47 (inc. 4 likes)
Instagram:	Reach = N/A / Impressions = N/A / N/A likes
LinkedIn:	N/A

Reflective Comment

[Darren Ions](#) It could be the main words. Stations will close on a night under the proposals. Please read the article carefully. Time is very important so engines will need to travel further to get to fires causing more danger to death.

24.7.21 If you have any questions about our Integrated Risk Management Plan (IRMP) consultation survey then please leave them in the comments bar?

Facebook:	Reach = 2988 / Engagement = 14 (inc. 1 share and 6 likes / 7 post clicks)
Twitter:	Impressions = 2339 / Engagement = 18 (inc. 2 retweet / 3 likes)
Instagram:	Reach = N/A / Impressions = N/A / likes N/A
LinkedIn:	N/A

25.7.21 We are still looking for people's feedback about our current consultation survey - residents, businesses, local groups & associations...

Facebook:	Reach = 4199 / Engagement = 17 (inc. 4 shares / 8 likes / 5 post clicks)
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Twitter:	Impressions = 3486 / Engagement = 70 (inc. 2 retweets / 3 likes)
Instagram:	Reach = 773 / Impressions = 843 / 12 likes
LinkedIn:	N/A

Weekly Totals

Facebook Reach 15,695
Engagement 247 (8 shares / 29 likes / 1 love / 207 post clicks)

Twitter Impressions 8,791
Engagement 135 (10 likes / 4 retweets)

Instagram Reach 773
Impressions 843 (12 likes)

Gateshead Borough Council

26.7.21 Gareth Cowen (Gateshead Council Communications Manager) promised to support the IRMP with internal and external comms.

WEEK SEVEN (w/c 26th July)

28.7.21 Have you had your say about our Integrated Risk Management Plan (IRMP) 2021-2024?

Facebook:	Reach = 3941 / Engagement = 63 (inc. 1 share and 5 likes)
Twitter:	Impressions = 5658 / Engagement = 77 (inc. 3 retweets / 1 likes)
Instagram:	Reach = 709 / Impressions = 769 / 12 likes
LinkedIn:	N/A

29.7.21 We are asking residents to take part in our IRMP consultation (info about proposal 1)

Facebook:	Reach = 3277 / Engagement = 18 (inc. 2 shares and 12 likes / 4 post clicks)
Twitter:	Impressions = 3104 / Engagement = 46 (inc. 2 retweets / 5 likes)
Instagram:	Reach = 709 / Impressions = 779 / 8 likes
LinkedIn:	N/A

30.7.21 We're asking residents to take part in our IRMP consultation (inc. info about proposal 2)

Facebook:	Reach = 3254 / Engagement = 17 (inc. 11 likes / 6 post clicks)
Twitter:	Impressions = 2444 / Engagement = 22 (inc. 1 retweet / 4 likes)
Instagram:	Reach = 699 / Impressions = 735 / 6 likes
LinkedIn:	N/A

31.7.21 We're asking residents to take part in our IRMP consultation (inc. info about proposal 3)

Facebook:	Reach = 3860 / Engagement = 21 (inc. 2 shares and 10 likes / 9 post clicks)
Twitter:	Impressions = 2454 / Engagement = 22 (inc. 2 likes)
Instagram:	Reach = 737 / Impressions = 795 / 9 likes
LinkedIn:	N/A

Weekly Totals

Facebook	Reach	14,332
	Engagement	119 (5 shares / 38 likes / 19 post clicks)
Twitter	Impressions	13,660
	Engagement	167 (6 retweets / 12 likes)
Instagram	Reach	2,854
	Impressions	3,078

WEEK EIGHT (w/c 2 Aug)

2.8.21 We're asking residents to take part in our IRMP consultation (inc. info about proposal 4)

Facebook:	Reach = 3907 / Engagement = 54 (inc. 4 shares / 27 likes / 23 post clicks)
Twitter:	Impressions = 2964 / Engagement = 60 (inc. 1 retweet / 3 likes)
Instagram:	Reach = 1646 / Impressions = 1740 / 68 likes
LinkedIn:	N/A

6.8.21 On Mon 9th August at 5:30pm there will be an online event enabling people to ask any questions about our IRMP consultation / survey.

Facebook:	Reach = 8926 / Engagement = 106 (inc. 9 shares / 43 likes / 51 post clicks)
Twitter:	Impressions = 5169 / Engagement = 101 (inc. *5 retweet / 6 likes)
Instagram:	Reach = 1269 / Impressions = 1517 / 44 likes
LinkedIn:	N/A

*** 1 quote retweet from Liz Twist MP – “Important meeting here on local fire and rescue services, including those in Birtley. Please do register to attend.”**

7.8.21 On Mon 9th August at 5:30pm there will be an online event enabling people to ask any questions about our IRMP consultation / survey.

Facebook:	Reach = 4724 / Engagement = 65 (inc. 4 shares / 38 likes / 23 post clicks)
Twitter:	Impressions = 1767 / Engagement = 56 (inc. 2 retweets / 2 likes)

Instagram: N/A

LinkedIn: N/

Weekly Totals

Facebook Reach 17,557
 Engagement 225 (17 shares / 108 likes / 97 post clicks)

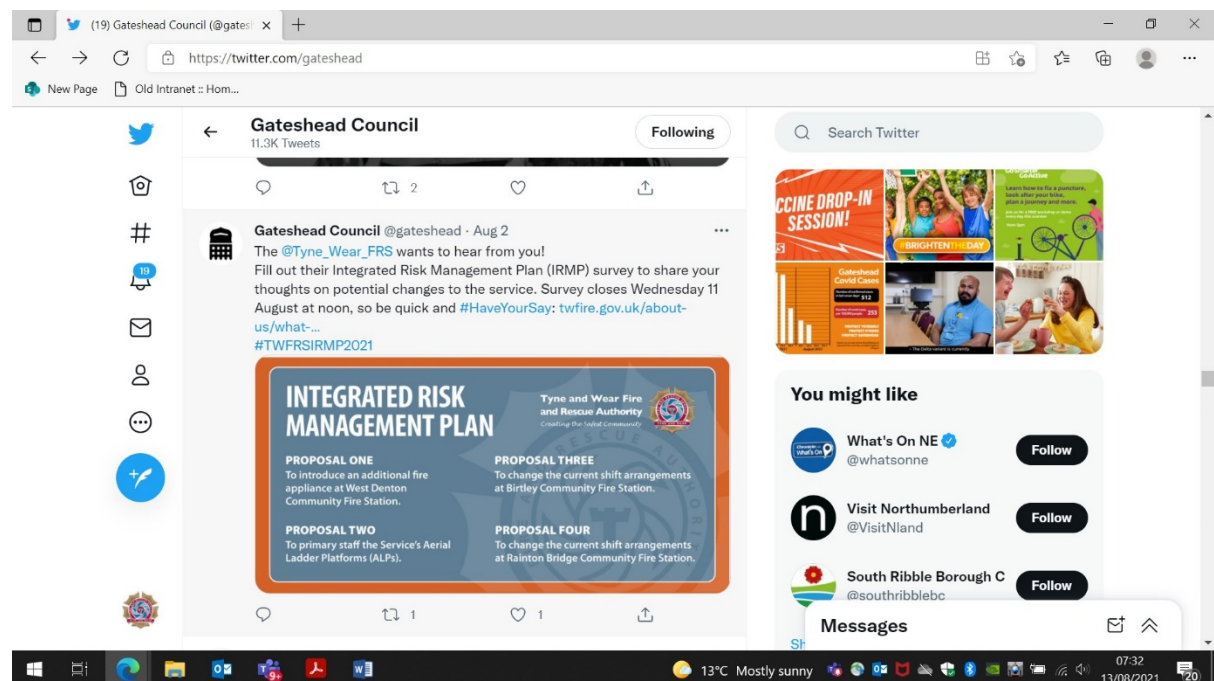
Twitter Impressions 9,900
 Engagement 217 (8 retweets / 11 likes)

Instagram Reach 2,915
 Impressions 3257 (112 likes)

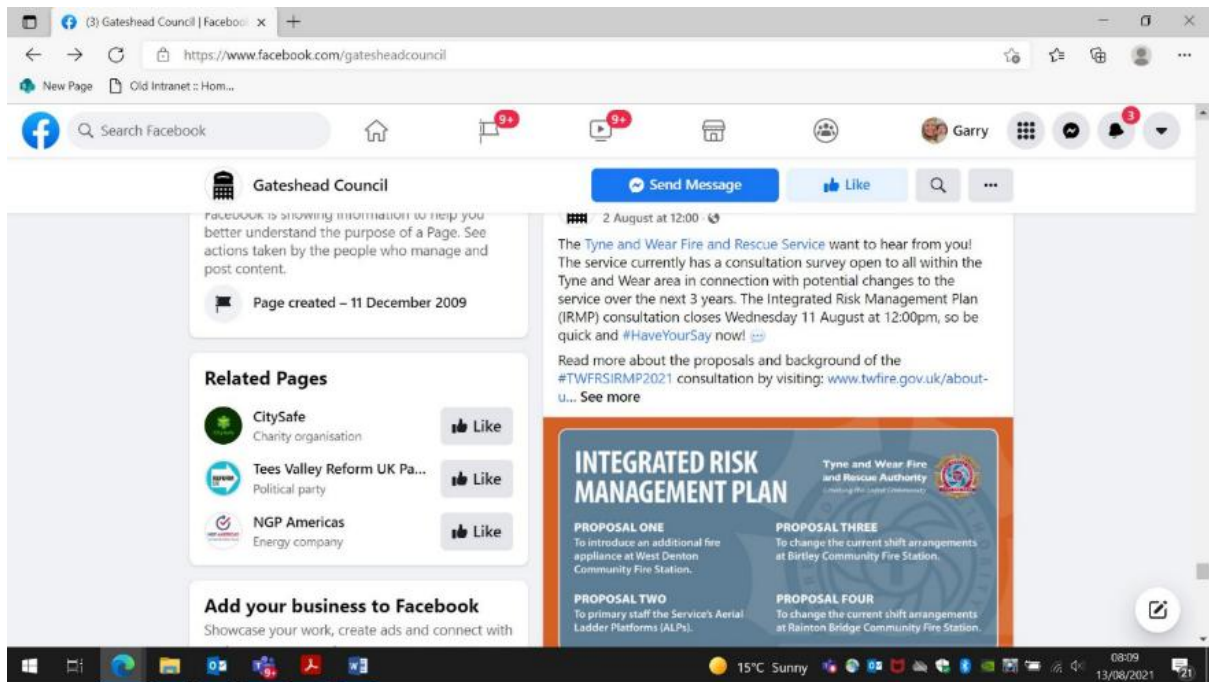
External Comms Channels:

2.8.21

Gateshead Council issued a **tweet** to their 21K followers saying that TWFRS wants to hear from you re: IRMP consultation / survey. They created their own social media slide (tweet included).



The same post was duplicated on the Council's **Facebook page** on the same day (25,500 followers).

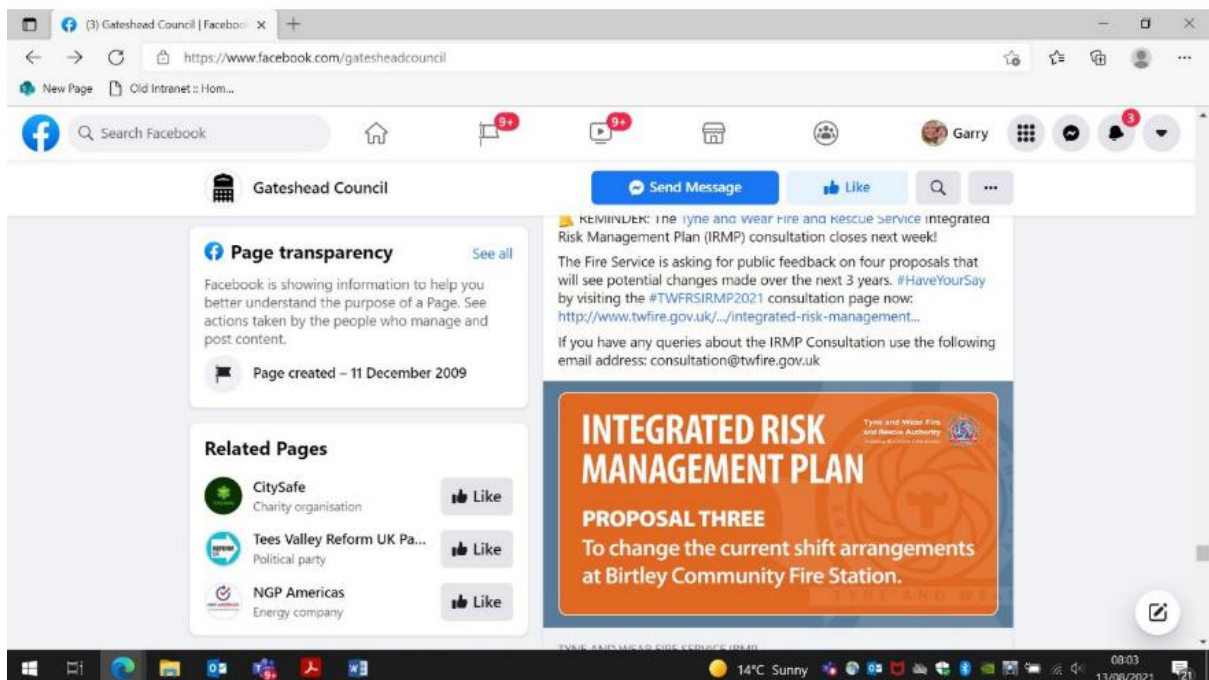


(The post had 2 shares)

5.8.21

Gateshead Council issued a Facebook post starting “...*REMINDER: The Tyne and Wear Fire and Rescue Service Integrated Risk Management Plan (IRMP) consultation closes next week!*”

They produced a special **animated GIF file** that highlighted ALL of the 4 proposals.



(The post gains 2 Likes)

WEEK NINE (w/c 9 Aug)

9.7.21 **This evening (Mon 9 Aug) at 5:30pm there will be an online Q&A event enabling people to ask any questions about our IRMP consultation.**

Facebook:	Reach = 2753 / Engagement = 12 (inc. 5 likes / 7 post clicks)
Twitter:	Impressions = 1353 / Engagement = 14 (inc. 1 like)
Instagram:	Reach = 810 / Impressions = 873 / 9 likes
LinkedIn:	210 impressions / 1 like

9.7.21 **Thank you to everyone who took part in this evening's IRMP consultation Q&A event.**

Facebook:	Reach = 5623 / Engagement = 102 (inc. 2 shares / 35 likes / 64 post clicks)
Twitter:	Impressions = 2034 / Engagement = 103 (inc. 1 retweet / 4 likes)
Instagram:	Reach = 2022 / Impressions = 2039 / 68 likes
LinkedIn:	N/A

10.7.21 **Tomorrow at 12noon is the closing date for submissions regarding our Integrated Risk Management Plan (IRMP) Consultation / Survey.**

Facebook:	Reach = 2937 / Engagement = 26 (inc. 1 share / 10 likes / 16 post clicks)
Twitter:	Impressions = 1896 / Engagement = 50 (inc. 3 retweets / 2 likes)
Instagram:	Reach = 803 / Impressions = 1011 / 12 likes
LinkedIn:	181 impressions / 2 likes

Weekly Totals

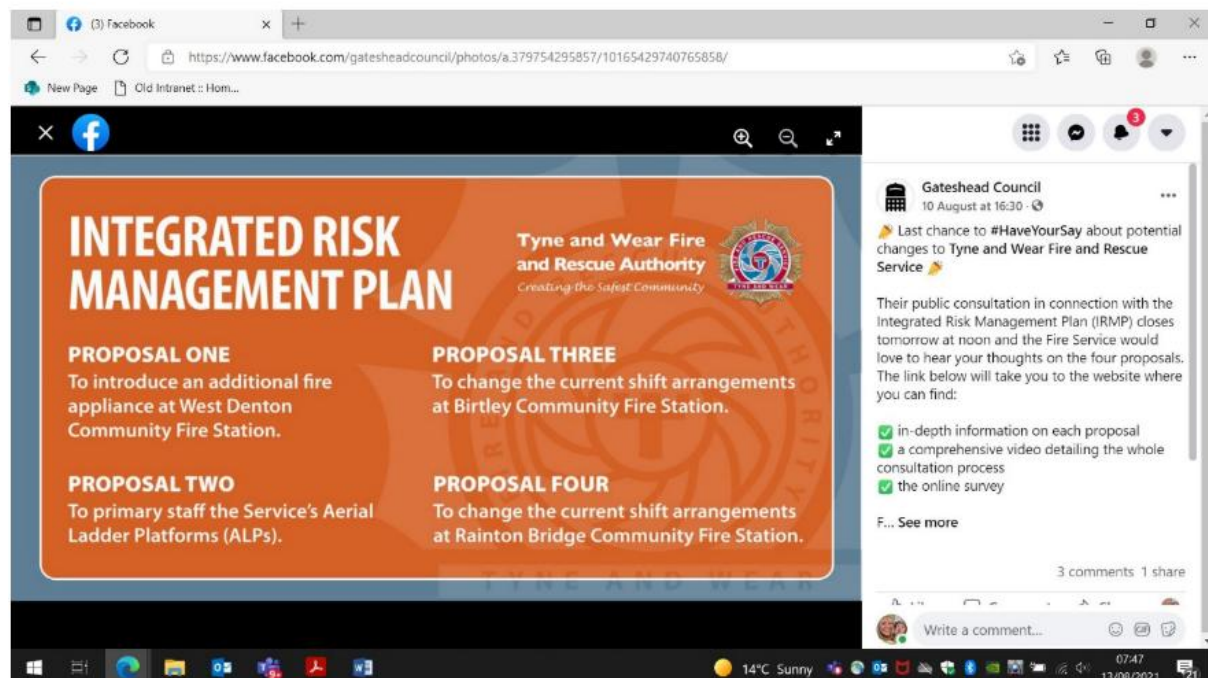
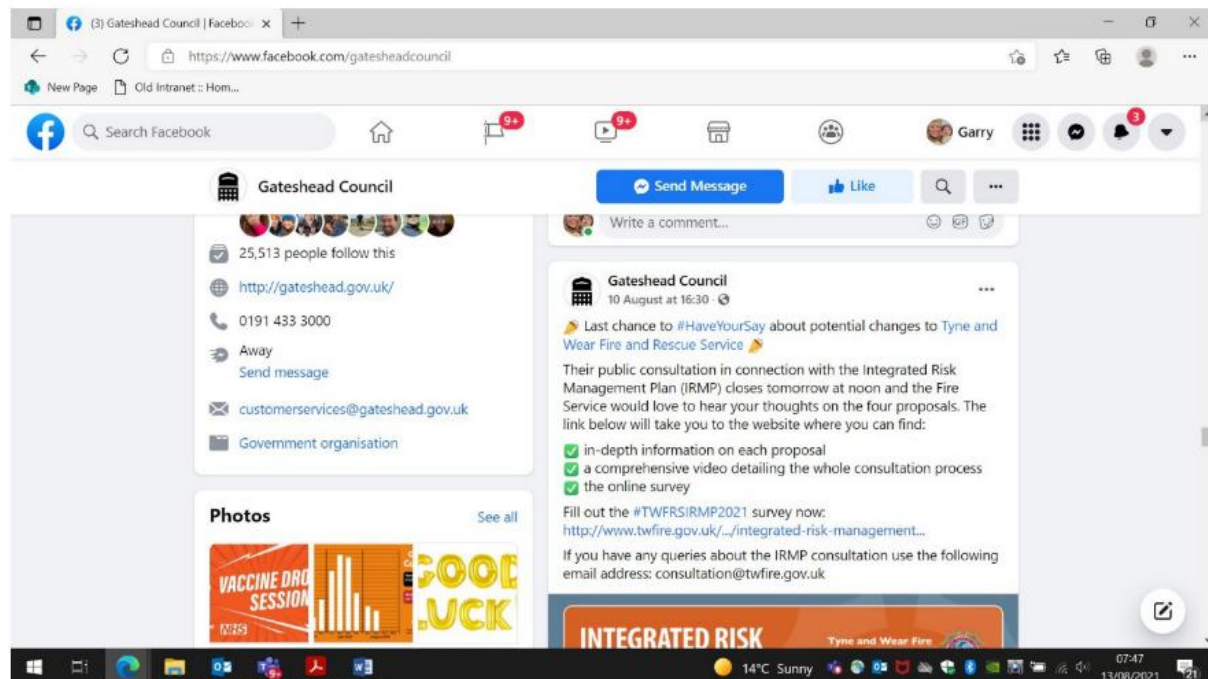
Facebook	Reach	11,313
	Engagement	140 (50 likes / 87 post clicks / 3 shares)
Twitter	Impressions	5,283
	Engagement	167 (6 likes / 4 retweets)
Instagram	Reach	3,635
	Impressions	3,923 (100 likes)
Linked In	181 impressions / 2 likes	

External Comms

10 August – Gateshead Council issued a Facebook message to their 25,500 followers.

“Last chance to [#HaveYourSay](#) about potential changes to TWFRS”.

“Their public consultation in connection with the Integrated Risk Management Plan (IRMP) closes tomorrow at noon and the Fire Service would love to hear your thoughts on the four proposals. (Facebook message below)”



22.7.21

Your Homes Newcastle issued a Twitter and Facebook post starting “*Our colleagues at The Tyne and Wear Fire and Rescue Service are asking for feedback from people across Tyne and Wear about their current IRMP consultation*”.

The YHN Twitter post gained – 5 retweets / 4 likes.



The YHN Facebook post from 22 July gained - 2 likes.

TWFRS Internal (Intranet) Page Views:

16.7.21	Reminder: IRMP (consultation / survey)	32 views
22.7.21	IRMP Reminder: Staff Q&A with ELT	65 views
26.7.21	ELT: Today – IRMP Staff Q&A Session	186 views
30.7.21	IRMP Consultation / Survey (2 wks reminder)	56 views
6.8.21	Last Chance: IRMP Consultation	54 views
9.8.21	IRMP online public Q&A event	54 views

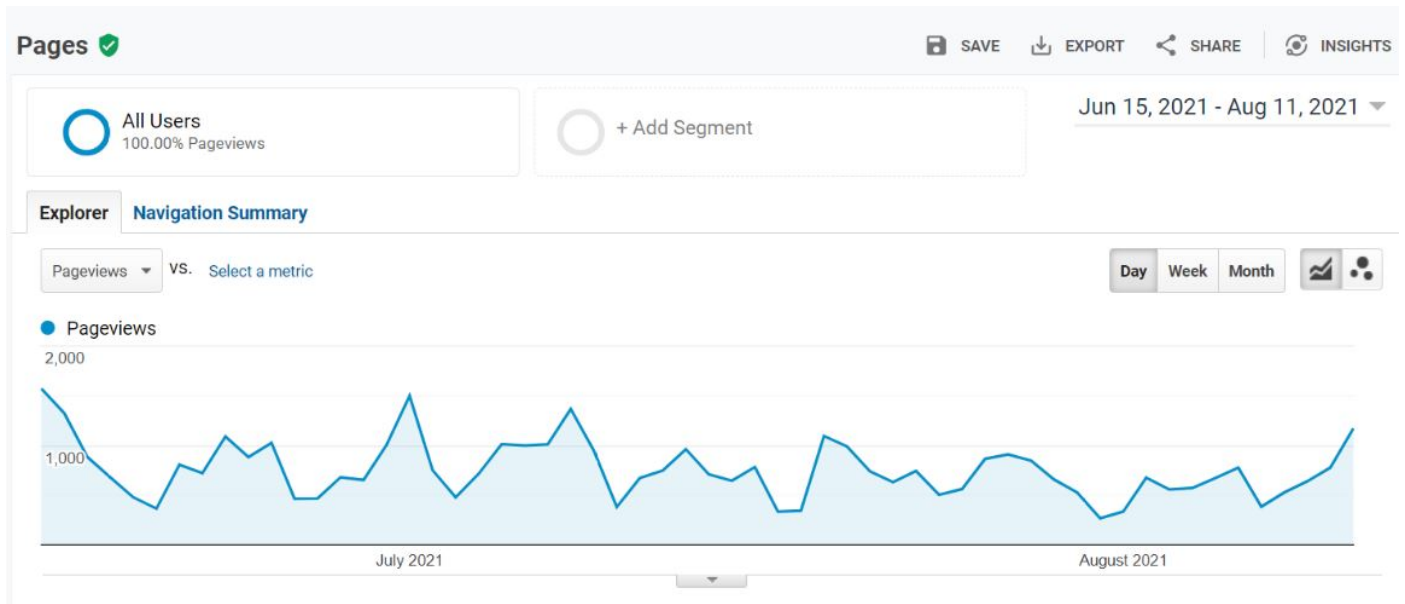
YouTube – IRMP 2021-24 Video Views

16.7.21	Integrated Risk Management Plan IRMP - Video	106 views
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7 TWFRS website

7.1 Between 16 June and 11 August 2021, details of the proposed changes and how to have your say were published on the homepage of the TWFRS website. During this period, Google Analytics* recorded:

- 1256 IRMP page views (the total number of pages viewed, including repeated views of the same page during the same browsing session).



8 Staff intranet

8.1 A new page was created to host details of the IRMP Consultation.