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FIRE AND RESCUE SERVICE



# CRMP Consultation Campaign 2025

## Performance Report

14/04/25



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# Part One

Social Media Posts  
Facebook (static, video  
and paid)



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# Social Media Posts

## Facebook (static)



### Launch Post

Date Posted: 25/01/25

Views:	2,882
Reach:	1,753
Reactions/Likes:	13
Link Clicks:	9
Shares:	5
Follower Views:	71%
Non-follower Views:	29%



### Keep Warm Post 1

Date Posted: 17/02/25

Views:	5,367
Reach:	3,334
Reactions/Likes:	7
Link Clicks:	19
Shares:	0
Follower Views:	24%
Non-follower Views:	76%



### Keep Warm Post 2

Date Posted: 17/03/25

Views:	1,781
Reach:	1,064
Reactions/Likes:	7
Link Clicks:	8
Shares:	0
Follower Views:	70%
Non-follower Views:	30%



### Consultation Closes Tomorrow Post

Date Posted: 06/04/25

Views:	1,063
Reach:	807
Reactions/Likes:	0
Link Clicks:	4
Shares:	0
Follower Views:	79%
Non-follower Views:	21%

# Social Media Posts Continued

## Facebook (static)



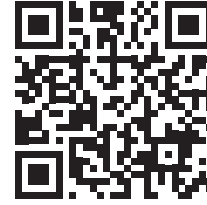
### Consultation Closed Post

Date Posted: 07/04/23

Views:	1,249
Reach:	925
Reactions/Likes:	3
Link Clicks:	N/A
Shares:	0
Follower Views:	77%
Non-follower Views:	23%

# Social Media Posts

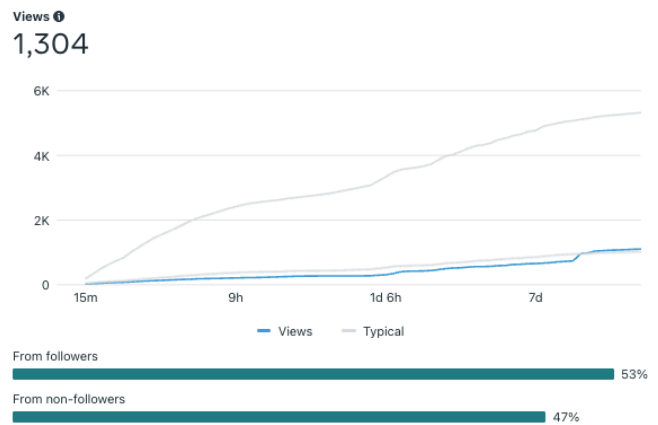
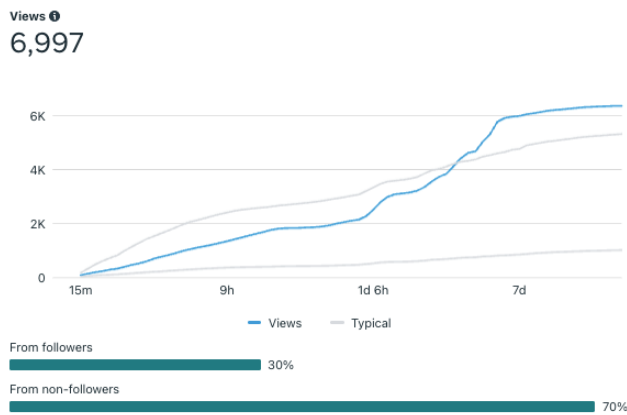
## Facebook (video)



To watch the video, please scan the QR code or visit <https://www.hwfire.org.uk/crmp/>

Snippets were strategically used from the main video to highlight areas of potential risk, in order to maintain engagement and keep the content fresh. This approach maximised the video's impact and kept the campaign dynamic over the period of the campaign.

↗ This post received more views compared to your recent Facebook posts.



### Video 1

Date Posted: 13/01/25

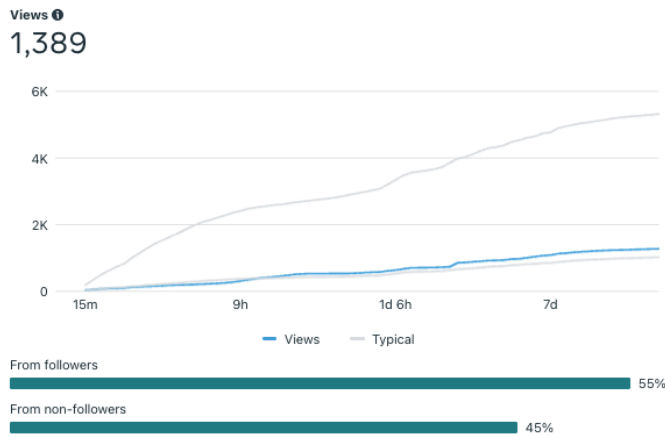
Views:	6,997
Reach:	5,959
Interactions:	42
Link Clicks:	22
Shares:	12
Average watch time:	6 Sec
Video Saves:	1
Follower Views:	30%
Non-follower Views:	70%

### Video 2

Date Posted: 01/02/25

Views:	1,304
Reach:	1,086
Interactions:	9
Link Clicks:	44
Shares:	2
Average watch time:	4 Sec
Video Saves:	0
Follower Views:	53%
Non-follower Views:	47%

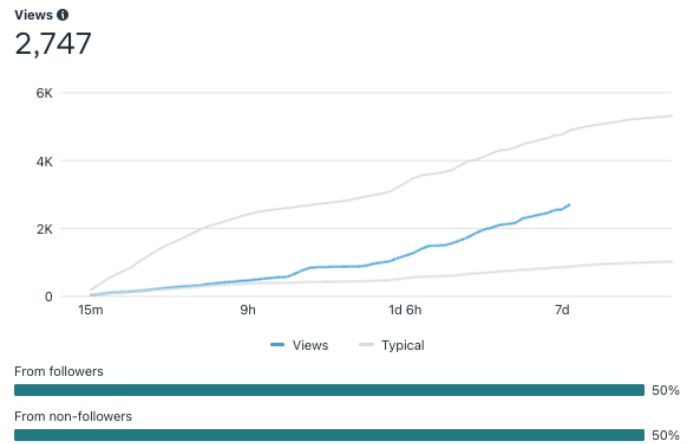
# Social Media Posts Continued Facebook (video)



## Video 3

Date Posted: 01/03/25

Views:	1,389
Reach:	1,339
Interactions:	12
Link Clicks:	8
Shares:	4
Average watch time:	4 Sec
Video Saves:	0
Follower Views:	55%
Non-follower Views:	45%

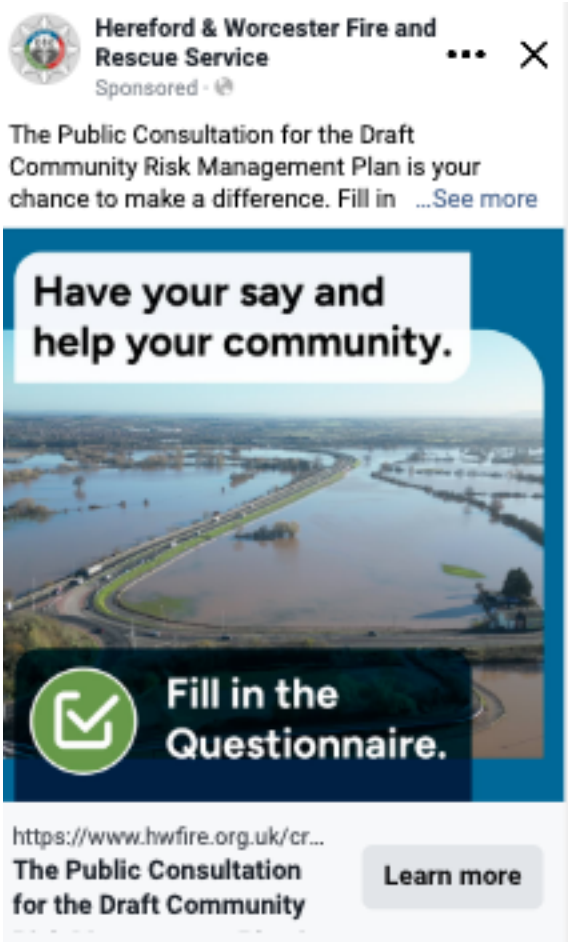


## Video 4

Date Posted: 01/04/25

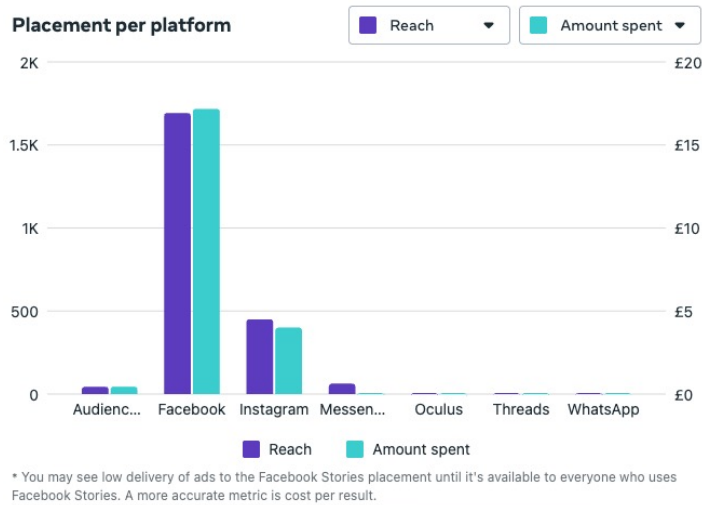
Views:	2,747
Reach:	2,518
Interactions:	16
Link Clicks:	15
Shares:	1
Average watch time:	6 Sec
Video Saves:	0
Follower Views:	55%
Non-follower Views:	45%

# Social Media Targeted Post Facebook and Instagram (Paid)



The targeted post ran across the two counties from 19/03/25 until 07/04/25.

The total cost of the post amounted to **£21.63**.



## Targeted Post

Date Posted: 19/03/25

Reach: 2,190  
Impressions: 4,049  
Link Clicks: 40

# Part Two

Social Media Posts  
Instagram (static and video)



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# Social Media Posts

## Instagram (static)



### Launch Post

Date Posted: 25/01/25

Views:	166
Accounts Reached:	134
Accounts Engaged:	7
Likes:	7
Follower Views:	77%
Non-follower Views:	23%
Profile Visits After View:	3



### Keep Warm Post 1

Date Posted: 17/02/25

Views:	131
Accounts Reached:	101
Accounts Engaged:	5
Likes:	7
Follower Views:	87.3%
Non-follower Views:	13.7%
Profile Visits After View:	2



### Keep Warm Post 2

Date Posted: 17/03/25

Views:	126
Accounts Reached:	100
Accounts Engaged:	5
Likes:	5
Follower Views:	87.3%
Non-follower Views:	12.7%
Profile Visits After View:	3



### Consultation Closes Tomorrow Post

Date Posted: 06/04/25

Views:	79
Accounts Reached:	65
Accounts Engaged:	1
Likes:	1
Follower Views:	96.2%
Non-follower Views:	3.8%
Profile Visits After View:	2

# Social Media Posts Continued

## Instagram (static)



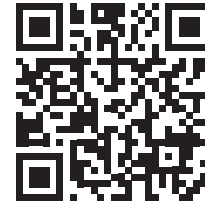
### Consultation Closed Post

Date Posted: 07/04/23

Views:	117
Accounts Reached:	86
Accounts Engaged:	4
Likes:	4
Follower Views:	96.6%
Non-follower Views:	3.4%
Profile Visits After View:	1

# Social Media Posts

## Instagram (video)



To watch the video, please scan the QR code or visit <https://www.hwfire.org.uk/crmp/>

### Video 1

Date Posted: 13/01/25

Views:	795
Accounts Reached:	544
Likes:	28
Follower Views:	42.7%
Non-follower Views:	57.3%
Saves:	1

### Video 2

Date Posted: 01/02/25

Views:	496
Accounts Reached:	20
Likes:	19
Follower Views:	46.3%
Non-follower Views:	53.7%
Saves:	1

### Video 3

Date Posted: 01/03/25

Views:	374
Accounts Reached:	276
Likes:	19
Follower Views:	46.3%
Non-follower Views:	53.7%
Saves:	0

### Video 4

Date Posted: 01/04/25

Views:	471
Accounts Reached:	321
Likes:	31
Follower Views:	57.5%
Non-follower Views:	55.1%
Saves:	2

# Part Three

Social Media Posts  
X (static and video)



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# Social Media Posts X (static)



## Launch Post

Date Posted: 25/01/25

Impressions:	882
Engagement:	134
Likes:	6
Link Clicks:	9
Shares:	7



## Keep Warm Post 1

Date Posted: 17/02/25

Impressions:	463
Engagement:	1
Likes:	0
Link Clicks:	1
Shares:	0



## Keep Warm Post 2

Date Posted: 17/03/25

Impressions:	417
Engagement:	9
Likes:	1
Link Clicks:	5
Shares:	1



## Consultation Closes Tomorrow Post

Date Posted: 06/04/25

Impressions:	416
Engagement:	2
Likes:	10
Link Clicks:	2
Shares:	3

# Social Media Posts

## X (static)



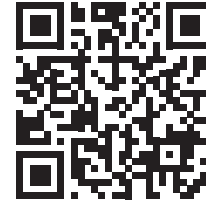
### Consultation Closed Post

Date Posted: 07/04/25

Impressions:	353
Engagement:	2
Likes:	0
Link Clicks:	N/A
Shares:	1

# Social Media Posts

## X (video)



To watch the video, please scan the QR code or visit <https://www.hwfire.org.uk/crmp/>

### Video 1

Date Posted: 13/01/25

Views:	319
Impressions:	930
Engagement:	47
Likes:	3
Link Clicks:	21
Shares:	5

### Video 2

Date Posted: 01/02/25

Views:	208
Impressions:	630
Engagement:	10
Likes:	1
Link Clicks:	4
Shares:	1

### Video 3

Date Posted: 01/03/25

Views:	360
Impressions:	1,110
Engagement:	37
Likes:	0
Link Clicks:	10
Shares:	4

### Video 4

Date Posted: 01/04/25

Views:	144
Impressions:	376
Engagement:	6
Likes:	0
Link Clicks:	2
Shares:	0

# Part Four

Social Media Posts  
LinkedIn (static and video)



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# Consultation Social Media Posts LinkedIn (static)



## Launch Post

Date Posted: 25/01/25

Impressions:	245
Engagement:	17
Likes:	3
Link Clicks:	12
Shares:	2



## Keep Warm Post 1

Date Posted: 17/02/25

Impressions:	463
Engagement:	5
Likes:	3
Link Clicks:	2
Shares:	0



## Keep Warm Post 2

Date Posted: 17/03/25

Impressions:	90
Engagement:	5
Likes:	3
Link Clicks:	2
Shares:	0



## Consultation Closes Tomorrow Post

Date Posted: 06/04/25

Impressions:	28
Engagement:	8
Likes:	2
Link Clicks:	5
Shares:	1

# Consultation Social Media Posts Continued (LinkedIn Static)



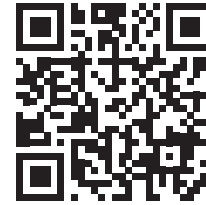
## Consultation Closed Post

Date Posted: 07/04/25

Impressions:	28
Engagement:	2
Likes:	2
Link Clicks:	N/A
Shares:	0

# Consultation Social Media Posts

## LinkedIn (video)



To watch the video, please scan the QR code or visit <https://www.hwfire.org.uk/crmp/>

### Video 1

Date Posted: 13/01/25

Views:	749
Impressions:	639
Engagement:	74
Likes:	18
Link Clicks:	49
Shares:	7
Average Watch Time:	11 Sec

### Video 2

Date Posted: 01/02/25

Views:	138
Impressions:	312
Engagement:	22
Likes:	7
Link Clicks:	14
Shares:	1
Average Watch Time:	8 Sec

### Video 3

Date Posted: 01/03/25

Views:	115
Impressions:	312
Engagement:	22
Likes:	3
Link Clicks:	20
Shares:	2
Average Watch Time:	10 Sec

### Video 4

Date Posted: 01/04/25

Views:	126
Impressions:	112
Engagement:	21
Likes:	7
Link Clicks:	13
Shares:	1
Average Watch Time:	9 Sec

# Part Five

Social Media

Total Views and Link Clicks



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# Social Media Posts

## Total Views and Link Clicks

### Overall Totals:

Overall Views: 33,088

Overall Link Clicks: 341

### Breakdown of Totals

#### Facebook

Static posts views: 12,342  
Video posts views: 12,437  
Paid post: 2,190  
Static Link Clicks: 40  
Paid Static Link Click: 40  
Video Link Clicks: 89

#### Total

Views: 24,779  
Link Clicks: 169

#### Instagram

Static posts views: 659  
Video posts views: 2,136

#### Total

Views: 2,795

#### X

Static posts views: 2,531  
Video posts views: 1,001  
Static Link Clicks: 17  
Video Link Clicks: 37

#### Total

Views: 3,532  
Link Clicks: 54

#### LinkedIn

Static posts views: 854  
Video posts views: 1,128  
Static Link Clicks: 22  
Video Link Clicks: 96

#### Total

Views: 1,982  
Link Clicks: 118

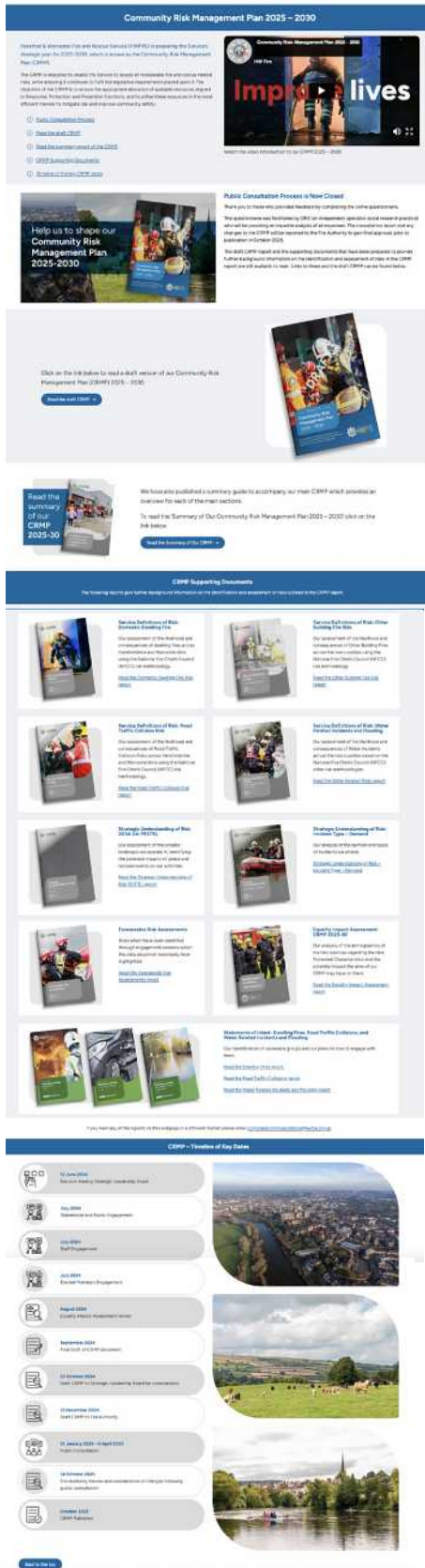
# Part Six

## Webpage Analytics



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# CRMP Webpage Analytics



The webpage can be viewed at [hwfire.org.uk/crmp](http://hwfire.org.uk/crmp)

The webpage contains the Draft CRMP, the full promotional video, all supporting documents a the timeline. A banner on the main homepage linked directly to the webpage.

Analytics: 13/01/25 - 08/04/25

The CRMP webpage recorded **2,702** events including clicks, scrolls, downloads, and interactions

The CRMP webpage received **698** sessions

**510** sessions were engaged / active

**118** views were from social media

# CRMP Webpage Analytics - Traffic

Session primary...channel group		Session source	↓ Sessions	Engaged sessions	Engagement rate	Average engagement time per	Events per session	Event count All events
1	Direct	(direct)	231 (33.09%)	163 (31.96%)	70.56%	27s	4.22	974 (36.05%)
2	Organic Search	google	155 (22.21%)	125 (24.51%)	80.65%	20s	3.30	511 (18.91%)
3	Referral	hwfire1.sharepoint.com	130 (18.62%)	98 (19.22%)	75.38%	27s	3.60	468 (17.32%)
4	Organic Social	m.facebook.com	42 (6.02%)	24 (4.71%)	57.14%	13s	4.55	191 (7.07%)
5	Organic Search	bing	29 (4.15%)	22 (4.31%)	75.86%	32s	2.79	81 (3%)
6	Organic Social	lm.facebook.com	25 (3.58%)	17 (3.33%)	68%	25s	4.36	109 (4.03%)
7	Organic Social	t.co	23 (3.3%)	18 (3.53%)	78.26%	22s	4.78	110 (4.07%)
8	Organic Social	linkedin.com	11 (1.58%)	8 (1.57%)	72.73%	14s	5.00	55 (2.04%)
9	Unassigned	(not set) ⚠	9 (1.29%)	0 (0%)	0%	37s	1.44	13 (0.48%)
10	Organic Social	l.facebook.com	8 (1.15%)	6 (1.18%)	75%	19s	4.25	34 (1.26%)
11	Paid Social	fb	8 (1.15%)	7 (1.37%)	87.5%	17s	5.13	41 (1.52%)
12	Referral	engage.cloud.microsoft	3 (0.43%)	3 (0.59%)	100%	52s	5.33	16 (0.59%)
13	Referral	hwfire.wpengine.com	3 (0.43%)	3 (0.59%)	100%	4s	2.00	6 (0.22%)
14	Referral	hwfirecommshub.org.uk	3 (0.43%)	2 (0.39%)	66.67%	28s	5.00	15 (0.56%)
15	Referral	yarpolegroupparishcouncil.gov.uk	3 (0.43%)	1 (0.2%)	33.33%	8s	3.67	11 (0.41%)
16	Organic Search	ecosia.org	2 (0.29%)	1 (0.2%)	50%	18s	6.00	12 (0.44%)
17	Referral	mail.google.com	2 (0.29%)	2 (0.39%)	100%	31s	7.00	14 (0.52%)
18	Referral	ukc-word-view.officeapps.live.com	2 (0.29%)	1 (0.2%)	50%	8s	5.00	10 (0.37%)
19	Organic Social	l.instagram.com	1 (0.14%)	1 (0.2%)	100%	5s	3.00	3 (0.11%)
20	Referral	bbc.co.uk	1 (0.14%)	1 (0.2%)	100%	0s	1.00	1 (0.04%)
21	Referral	email.bt.com	1 (0.14%)	1 (0.2%)	100%	30s	5.00	5 (0.19%)
22	Referral	finstallparishcouncil.gov.uk	1 (0.14%)	1 (0.2%)	100%	1m 15s	7.00	7 (0.26%)
23	Referral	hmicfrs.justiceinspectors.gov.uk	1 (0.14%)	1 (0.2%)	100%	12s	2.00	2 (0.07%)
24	Referral	martley-pc--gov--uk.w.emailarray.com	1 (0.14%)	1 (0.2%)	100%	19s	5.00	5 (0.19%)
25	Referral	nfcc.org.uk	1 (0.14%)	1 (0.2%)	100%	10s	2.00	2 (0.07%)

**Direct:** includes visitors who came to the website by typing the address directly into their browser, through bookmarks and QR codes.

**Organic search:** tracks visitors who came from a search engine, such as Google.

**Referral:** includes visitors who came to the website from clicking on a link from a third-party site, this can include social media platforms like Facebook or X.

**Organic and paid social:** includes visitors from only social media platforms.

*NB: Browsers may block tracking. Slow load times, missing tracking tags, or privacy settings can also stop us from recording the analytics*

# CRMP Webpage Analytics - Location

Town/City ▾ +		↓	Active users	New users	Engaged sessions	Engagement rate
Total			503 100% of total	279 100% of total	510 100% of total	73.07% Avg 0%
1	Worcester		156 (31.01%)	71 (25.45%)	163 (31.96%)	70.87%
2	London		66 (13.12%)	38 (13.62%)	63 (12.35%)	71.59%
3	(not set)		46 (9.15%)	29 (10.39%)	36 (7.06%)	69.23%
4	Birmingham		28 (5.57%)	14 (5.02%)	27 (5.29%)	72.97%
5	Hereford		20 (3.98%)	12 (4.3%)	15 (2.94%)	71.43%
6	Kidderminster		12 (2.39%)	6 (2.15%)	11 (2.16%)	78.57%
7	Norwich		11 (2.19%)	2 (0.72%)	12 (2.35%)	80%
8	Droitwich Spa		9 (1.79%)	4 (1.43%)	8 (1.57%)	80%
9	Gloucester		9 (1.79%)	4 (1.43%)	9 (1.76%)	90%
10	Evesham		8 (1.59%)	6 (2.15%)	5 (0.98%)	55.56%
11	Wolverhampton		8 (1.59%)	2 (0.72%)	7 (1.37%)	70%
12	Cardiff		7 (1.39%)	0 (0%)	7 (1.37%)	87.5%
13	Ledbury		7 (1.39%)	6 (2.15%)	6 (1.18%)	85.71%
14	Redditch		7 (1.39%)	0 (0%)	8 (1.57%)	88.89%
15	Edinburgh		6 (1.19%)	1 (0.36%)	5 (0.98%)	71.43%
16	Manchester		6 (1.19%)	4 (1.43%)	7 (1.37%)	87.5%
17	Bromsgrove		5 (0.99%)	5 (1.79%)	3 (0.59%)	60%

*NB: Location data may not reflect the user's home address. For example, if someone is traveling through a particular area and uses the website while in that location, it will classify the visit as coming from that area.*

# CRMP Webpage Analytics - Age and Gender

Age		↓ Active users	New users	Engaged sessions	Engagement rate
Total		503 100% of total	279 100% of total	510 100% of total	73.07% Avg 0%
1	unknown	405 (80.52%)	219 (78.49%)	406 (79.61%)	73.42%
2	45-54	25 (4.97%)	15 (5.38%)	25 (4.9%)	80.65%
3	25-34	24 (4.77%)	12 (4.3%)	27 (5.29%)	67.5%
4	35-44	23 (4.57%)	9 (3.23%)	23 (4.51%)	85.19%
5	55-64	14 (2.78%)	11 (3.94%)	8 (1.57%)	53.33%
6	65+	12 (2.39%)	7 (2.51%)	10 (1.96%)	62.5%
7	18-24	10 (1.99%)	6 (2.15%)	11 (2.16%)	68.75%

Gender		↓ Active users	New users	Engaged sessions
Total		503 100% of total	279 100% of total	510 100% of total
1	unknown	400 (79.52%)	215 (77.06%)	402 (78.82%)
2	male	65 (12.92%)	43 (15.41%)	70 (13.73%)
3	female	43 (8.55%)	21 (7.53%)	38 (7.45%)

We track users' age and gender based on data collected from their Google accounts, if available. This helps us understand the demographics of our website visitors.

*NB: If users' haven't provided information in their Google profile, or if they use privacy settings to limit data sharing, our system might estimate their age or gender based on other factors. If users are logged out of their Google account or use a device without this data, we may not receive age or gender information for those visits.*

# Part Seven

## Traditional Media



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# Traditional Media

## Postcards



2,500 postcards were printed and strategically distributed to reach a wide and diverse audience. The QR directs to the CRMP webpage.

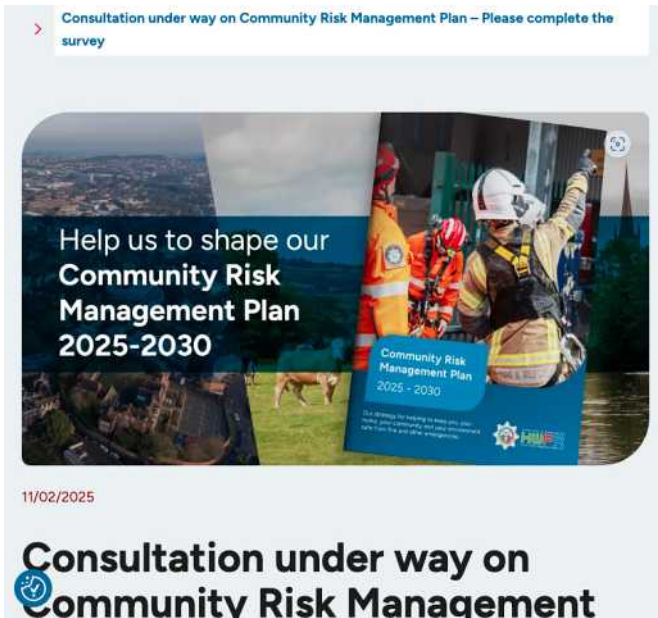
- Worcester University
- Hereford College of Art
- Worcester Digital Arts Centre
- St Martins Gate GP Surgery
- Haresfield House GP Surgery
- All Fire Stations
- Training Centre
- The Hive, Worcester
- Guildhall Tourist Information, Worcester
- Town Hall and Library, Hereford
- HQ Reception and Canteen

300 postcards were handed out during Home Fire Safety Visits.



# Traditional Media

## Press Release



The press release was issued on 11/02/2025.

[www.hwfire.org.uk/Consultation-under-way-on-community-risk-management-plan-please-complete-the-survey/](http://www.hwfire.org.uk/Consultation-under-way-on-community-risk-management-plan-please-complete-the-survey/)

This resulted in coverage in the following press:

- Cotswold Journal
- Worcester News
- Evesham Journal
- Kidderminster Shuttle
- Ledbury Reporter
- Redditch Advertiser
- Malvern Gazette
- Bromsgrove Advertiser

Bauer Media - Hits Radio and Greatest Hits Radio ran a radio interview on 20/02/2025.

# Part Eight


## Internal Communication



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# Internal Communication

## Comms Hub articles




**Draft Public CRMP Consultation has now closed**

08/04/2025

We would like to confirm that the draft CRMP consultation has now closed. We sincerely thank all staff who responded. We will now review the ...

[Continue reading >](#)




**CRMP Reminder**

21/02/2025

Hereford & Worcester Fire and Rescue Service's consultation around its Community Risk Management Plan 2025-30 (CRMP) has been running since January but, if you'...

[Continue reading >](#)




**CRMP Consultation Live**

10/01/2025

The public consultation for the new Community Risk Management Plan 2025-30 is live for the next 12 weeks. There is a questionnaire, a promotional video, a ...

[Continue reading >](#)

HOME
 NEWS
 MUST READ
 SETTINGS



**CRMP Consultation Live**

The public consultation for the new Community Risk Management Plan 2025-30 is live for the next 12 weeks. There is a questionnaire, a promotional video, a TriplePlay and a social media campaign and staff are encouraged to express their opinions by following the link:

<https://www.hwfire.org.uk/crmp/>

[Accessibility tools](#)

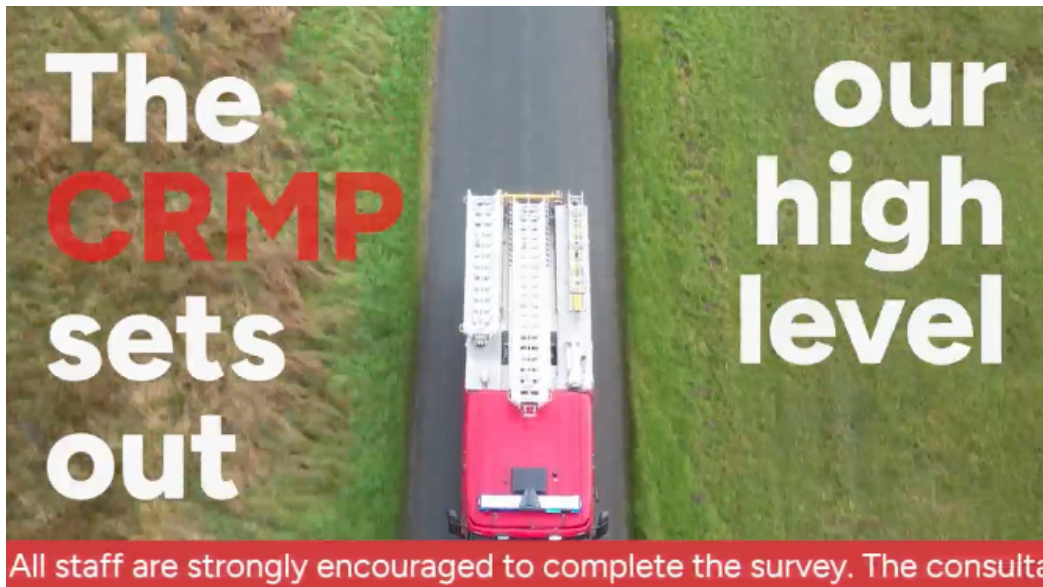
10/01/25  
The full video was posted in the Comms Hub to all staff, with a click through to the consultation.

21/02/25  
A follow up video was posted in the Comms Hub to all staff, with a click through to the consultation.

08/04/25  
A notification of closure of the consultation with a thank you was posted to all staff.

# Internal Communication

## Triple Play Screens



13/01/25 - 26/01/25

Video one played on all Triple Play screens

21/02/25 - 13/03/25

Video two played on all Triple Play screens

28/03/25 - 07/04/25

Video three played on all Triple Play screens

08/04/25

A thank you graphic was displayed on all Triple Play screens

# Internal Communication

## SharePoint Banners



13/01/25 - 08/04/25

Two banners ran on the SharePoint homepage for the entirety of the campaign, with a direct click through the consultation.



HEREFORD & WORCESTER  
**HWFR**  
FIRE AND RESCUE SERVICE



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