

Appendix 3

Analysis of draft CRMP 2022-2027 – Distribution analysis

The draft CRMP and associated/supporting documents were distributed in the following ways:

- Through 'In the know', a Lancashire based information website.
- Direct via email, from a dedicated consultation inbox.
- Advertised via internal, LFRS publication tools (i.e., The Engine House, the Routine Bulletin, staff engagement session).
- Advertised externally on LFRS' website.
- Via Social Media platforms

Recipient group (alphabetical)	Number sent
Business	32
Landowner	1
Local authority, public agency, or emergency service	255
Member of LFRS (<i>via internal communication</i>)	Circa. 1,300
Public representative such as councillor or MP	778
Representative body	6
Third sector partner including voluntary groups and charities (inc. Community groups)	38
Town/parish council	217
Other	35

'In The Know' (emails sent)	52,381
'In The Know' (emails read – estimated)	34,417

Social Media (Reach statistic)	226,349
Social Media (Engagement statistic)	2,106

Total Reach statistics	Circa. 281,392
Total Engagement statistics	Circa. 38,424