

## **Local Plan – Issues & Options consultation summary**

---

*Overview of key performance data for RCC Local Plan Issues & Options Consultation – 30 June to 30 September 2022.*

### **Headline data**

- Local Plan radio advertising reached an audience of 2,400+ listeners across two local broadcast platforms
- Paid Facebook advertising reached 12,296 Facebook users, resulting in 706 link clicks (Average Cost Per Click: 21p)
- 1,851 visitors to Local Plan Issues & Options information on the RCC corporate website
- 1,221 visitors to Local Plan Issues & Options online consultation platform
- 350+ people engaged at eight in-person information events held around the county
- 320 consultation registrations (number of people who registered to use the Issues & Options online platform)
- 178 active users (the number of people who started or completed the Issues & Options consultation)
- 3,370 representations (the total number of questions answered by all active users)
- 51 email or paper-based consultation responses
- 229 total number of respondents to the Local Plan Issues & Options Consultation

### **Overview of activity**

The following activity was undertaken to achieve registrations and responses:

- Press and media
- Email
- Radio
- Social media
- Website
- Events
- Other

## Press and media

Press releases issued to local and regional media:

- [Local Plan consultation to launch with commitment to evidence-led solutions](#)
- [Share your views on 12 key issues that will shape Rutland's new Local Plan](#)
- [Share your views and help shape Rutland's new Local Plan](#)
- [Last chance to help shape Rutland's new Local Plan](#)
- [Rutland County Council extends deadline for Local Plan consultation](#)

This contributed to the following coverage:

- [Council gets ready to start first stage of consultation on new Local Plan](#)
- [Greatest Hits FM radio interview with Council \(Leader\)](#)
- [Rutland and Stamford Sound radio interview \(Leader\)](#)
- [Have a say on Rutland Local Plan at Stage 1 consultation](#)
- [Public consultation launched to help develop new Rutland Local Plan](#)
- [Rutland County Council launches public consultation on Local Plan](#)
- [Residents and businesses urged to have their say before first consultation closes](#)

## Email

- Pre-launch email to Local Plan mailing list (490 subscribers) – 28 June 2022
- Pre-launch email to Parish Councils – 28 June 2022
- Launch email to Local Plan mailing list – 30 June 2022
- Launch email to Parish Councils – 30 June 2022
- Launch email to RCC Elected Members – 30 June 2022
- YourRutland e-newsletter (4,600 subscribers) – 8 July 2022
- YourRutland e-newsletter – 15 July 2022
- YourRutland e-newsletter – 5 August 2022
- Reminder email to Local Plan mailing list – 15 August 2022
- Reminder email to Local Plan mailing list – 5 September 2022
- Final reminder email to Local Plan mailing list – 15 September 2022
- YourRutland e-newsletter – 23 Sep 2022

## Radio advertising

Rutland & Stamford Sound: Eight-week campaign with eight adverts per day (392 ads total)

- Includes £85 for radio production and £50 for relicensing across multiple broadcasters
- Average cost of £69 per week or £1.23 per advert played

Greatest Hits FM:

- FM, digital and online
- Audience: 2,401
- Four-week campaign with five adverts per (140 ads total)
- Average cost of £350 per week or £10 per advert played

## Organic social media (no cost)

<b>Twitter</b>			
<b>Date</b>	<b>Impressions</b> <i>(Number of times users saw a Local Plan Tweet)</i>	<b>Engagements</b> <i>(Total number of times users interacted with a Local Plan Tweet)</i>	<b>Link clicks</b>
<b>TOTAL:</b>	<b>4,953</b>	<b>182</b>	<b>77</b>

<b>Facebook</b>			
	<b>Post reach</b> <i>(Number of users saw the post at least once)</i>	<b>Engagement</b> <i>(Total number of times users interacted with a post)</i>	<b>Link clicks</b>
<b>TOTAL:</b>	<b>10,890</b>	<b>757</b>	<b>155</b>

## Paid Facebook advertising

- 12,296 users reached (number of people who saw our adverts)
- 42,028 impressions (the number of times our adverts were seen on-screen)
- 706 link clicks (number of clicks on links within the ads)

Amount spent on Facebook advertising: £144.91. Average Cost Per Click: 21p (Facebook UK the average cost per click is 78p).

<b>Age group</b>	<b>Number of ad views</b>	<b>% of total ad views</b>	<b>Number of ad clicks</b>	<b>% of total ad clicks</b>
18-24	1,731	5%	37	7%
25-34	5,796	14%	82	12%
35-44	6,738	16%	72	10%
45-54	8,775	20%	141	20%
55-64	9,323	23%	151	22%
65+	8,945	22%	211	29%
<b>TOTAL</b>	<b>41,308</b>		<b>694</b>	

### Website traffic

Traffic to key Local Plan web pages and Issues & Options consultation platform from 30 June to 30 September 2022:

- [The New Local Plan | Rutland County Council](#)  
(2,502 page visits by 1,767 unique visitors)
- [Issues and Options | Rutland County Council](#)  
(2,427 page visits by 1,851 unique visitors)
- [Issues and Options consultation | Opus Consult](#)  
(1,221 page visits)

### In-person events

Eight pop-up events held across five locations, totalling 38hrs engagement and circa 350 people met:

<b>Event</b>	<b>Date</b>
Cutts Close Party in the Park	10-Jul-22
Friday Uppingham Market	15-Jul-22
Wednesday Oakham Market	20-Jul-22
Ketton Library	03-Aug-22
Friday Uppingham Market	05-Aug-22
Saturday Oakham Market	06-Aug-22
Ryhall Library	11-Aug-22
Ketton Library	13-Aug-22

### Other

- Updates in weekly briefing sent to Members, RCC staff and Parishes
- Local Plan Issues & Options toolkit shared with all Members and Parishes
- Posters sent to all Parish Councils
- Local Plan Issues & Options item at Parish Council Forum

**END**