

ANNEX D

Media Coverage

This section gives an indication of how the consultation was portrayed by the media and will provide examples of content created by LFRS.

Date	Publication	Title	Link
25/09/14	Leicester Mercury	Leicestershire Fire Authority council tax rise referendum could cost £2.2 million	http://goo.gl/YuxfnS
26/09/14	Leicester Mercury	Fire service may go to polls in bid for funding	Hard copy only
29/09/14	Leicester Mercury	Chief fire officer job may be axed	Hard copy only
01/10/14	Leicester Mercury	Consultation planned on major changes at Leicestershire Fire & Rescue Service	http://goo.gl/GHKbDI
01/10/14	Leicester Mercury	Time to douse this bid for extra funding	Hard copy only
02/10/14	Leicester Mercury	Fire service facing shake-up	Hard copy only
02/10/14	Hinckley Times	Fire service looks at ways to cut £7.5m from budget	http://goo.gl/ijDmbT
03/10/14	Loughborough Echo	20 firefighters and one engine under threat	http://goo.gl/YEMl6b
03/10/14	Rutland Times	Union's warning over planned cuts to Oakham Fire Station	http://goo.gl/FWa8eD
21/10/14	Leicester Mercury	Leicester and Rutland fire service launches public consultation over proposed cuts	http://goo.gl/kWg2XR
22/10/14	Leicester Mercury	Fire service to consult on cuts	Hard copy only
23/10/14	Melton Times	Comments urged on fire plan	Hard copy only
21/11/14	Rutland Times	Firefighters need help to stop proposed cuts	Hard copy only
28/11/14	Rutland & Stamford Mercury	We need to use 999 resources carefully	Hard copy only
28/11/14	My Rutland	Fire Service discuss cuts at scrutiny meeting	http://goo.gl/JsFCDw

10/12/14	Leicester Mercury	Fire Brigades Union holds rally calling for public support over "savage" cuts to Leicestershire fire service	http://goo.gl/1dH0VY
12/12/14	Coalville Times	Downgrading of station could make the difference between a life and death	Hard copy only
12/12/14	Rutland & Stamford Mercury	Have a say on fire cuts	Hard copy only
12/12/14	Rutland & Stamford Mercury	Appeal to stop cuts to fire service in Rutland	http://goo.gl/7Gf28D
15/12/14	Leicester Mercury	Help stop savage cuts to services'	Hard copy only
17/12/14	Rutland & Stamford Mercury	Former fireman's concerns over cuts	Hard copy only
18/12/14	Loughborough Echo	Plea by firefighters	Hard copy only
19/12/14	Coalville Times	Firefighters urge public support after £7.5m cuts to the service	Hard copy only
25/12/14	BBC News	Leicestershire Fire Service admits 'cuts will be noticeable'	http://goo.gl/343tDx
29/12/14	BBC Radio Leicester	Interview with CFO regarding the final three days of the consultation.	

Social Media

Our objective has been to continually engage with our social media followers, whilst also targeting our categorised stakeholders. We have aimed to engage with the hard to reach groups in our community, therefore maximising the exposure of the consultation to as many people as possible in Leicester, Leicestershire and Rutland.

The image shows two screenshots of social media posts. The left screenshot is a Twitter post from @LeicsFireRescue, dated 10:00 AM - 22 Dec 2014. It features a green and white graphic with the text 'YOUR FIRE AND RESCUE SERVICE Have Your Say!' and 'HOW TO RESPOND'. The graphic includes a QR code and the website 'www.leicestershire-fire.gov.uk/irmp'. The right screenshot is a Facebook post from Leicestershire Fire and Rescue Service, dated 10 December 2014. It features a similar graphic with the text 'YOUR FIRE AND RESCUE SERVICE Have Your Say!' and 'HOW TO RESPOND'. The Facebook post shows '105 people reached' and a 'Boost Post' button.

Screenshots from Facebook (far right) and Twitter (right)

Twitter

There were ten posts on the main @LeicsFireRescue account during the consultation period. This resulted in the messages appearing on 7,767 occasions in users' Twitter streams, otherwise known as 'impressions'. In addition the messages were retweeted 57 times.

Facebook

There were seven posts on the LFRS Facebook page, resulting in 6,345 people being reached. In addition there were 317 clicks on the messages and a total of 71 likes, comments and shares.