

Promotional activity during consultation

The next section outlines some key numbers in promoting the consultation, the numbers of visitors to the website during the consultation period, and possible reasons why they will have visited and responded to the survey at that time.

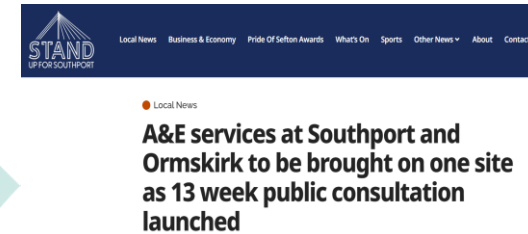
Promoting the consultation



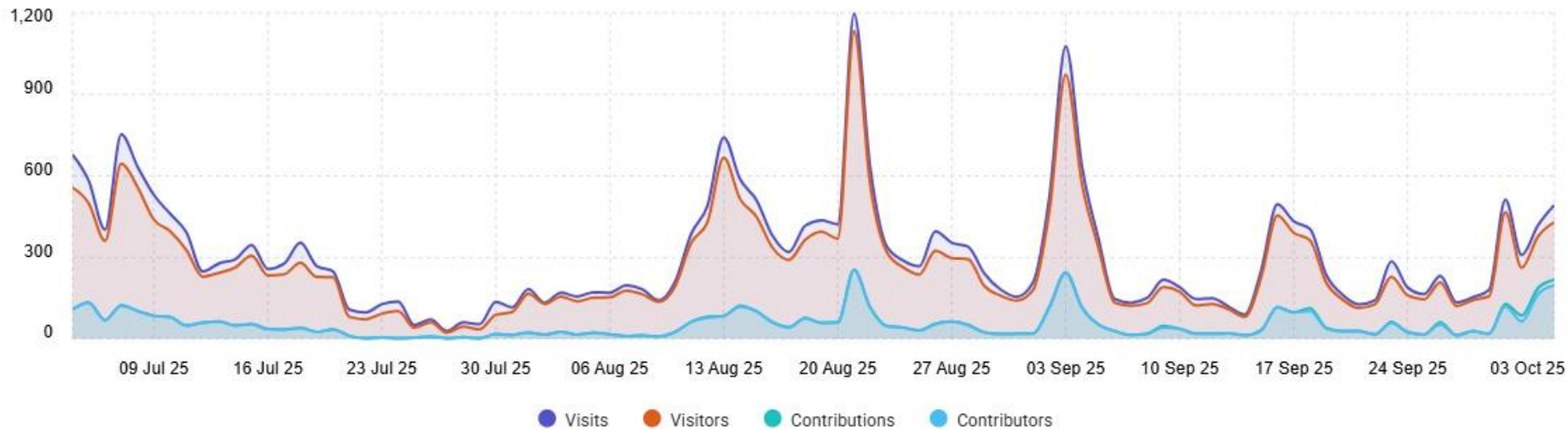
- **110k+ addresses** reached in leaflet drop
- **273k+ people** reached through digital marketing of the survey and events
- **28,000 visits** to the programme website
- **3,500+ people** receiving regular stakeholder newsletters
- **5,000+ consultation materials** distributed across community venues
- **300 promotional materials** distributed at staff drop-ins
- **60+ pieces** of media coverage

“It’s [the consultation] everywhere you go in the local community... everybody is talking about it”

– Engagement Process Advisory Group (EPAG) member



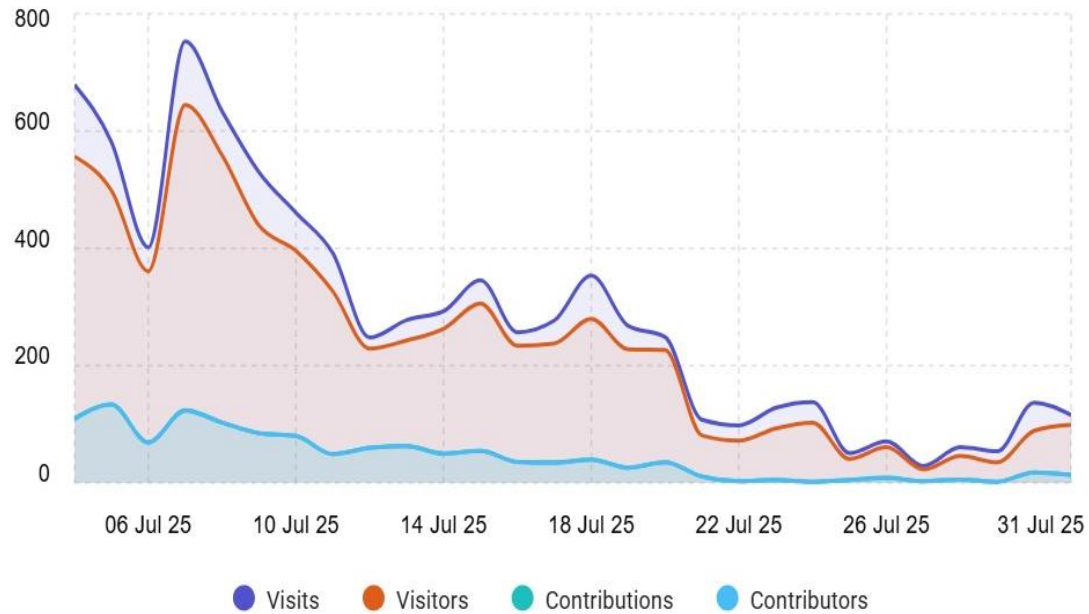
Overall website activity



Website activity was driven by a combination of stakeholder newsletters, public engagement events, and social media:

- Early spikes in July were influenced by newsletters and petition sharing, while mid-July saw increased traffic following media coverage of the WLBC meeting and voluntary sector activity. A temporary pause in advertising led to a dip, with activity rebounding after advertisements relaunched at the end of July.
- August recorded the highest peak, fueled by leaflet drops, newsletters, and the first virtual public meeting, with subsequent rises linked to additional meetings and events.
- September's activity was sustained by a series of public meetings, community discussions on social media, and posts from local influencers. The final surge in October coincided with the last public meeting and distribution of the closing stakeholder newsletter.

July website activity



Total website visits: 7,988

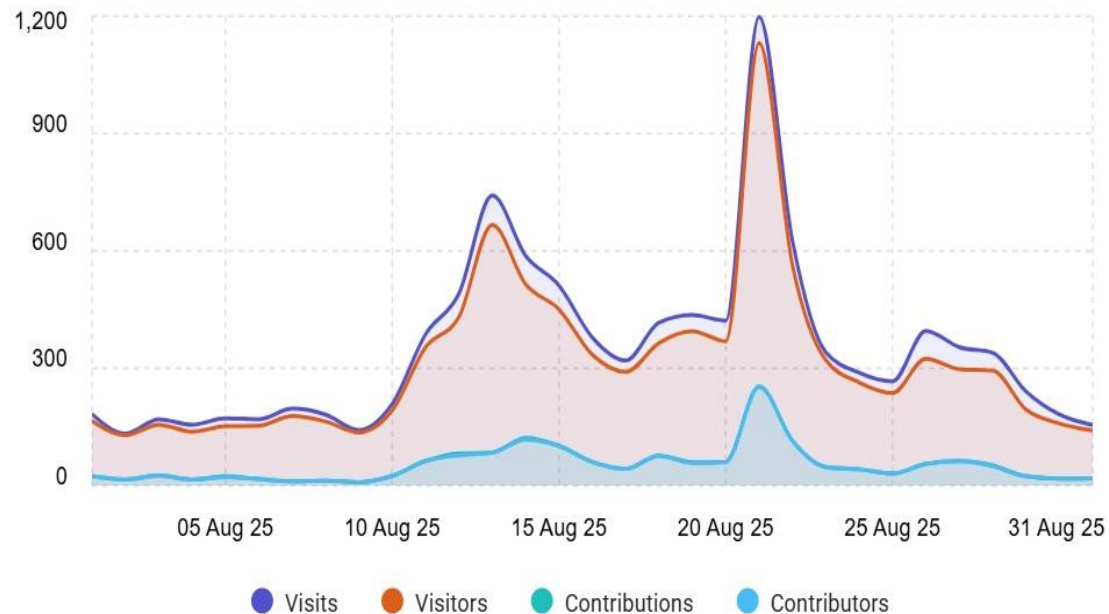
Total contributions (submissions, posts and comments): 1,232

Engagement rate: 20.4%

Possible causes:

- Increases in activity observed on **4 and 7 July** are likely linked to the advertisements and stakeholder newsletter distributed on **4 July**, combined with Southport Conservatives sharing a [petition](#) on **5 July** via their social channels to bring children's A&E to Southport. This represents the second-largest peak overall.
- Mid-July spikes are likely linked to heightened media coverage of the [motion](#) discussed at the WLBC meeting on **16 July**, coupled with increased social media activity from ICBs and the voluntary sector.
- Website activity subsequently declined, which will be attributed to the temporary suspension of advertising in commemoration of the Southport attacks.
- A small increase at the end of July coincides with the relaunch of advertisements on **31 July**, following the brief pause.

August website activity



Total website visits: 10,791

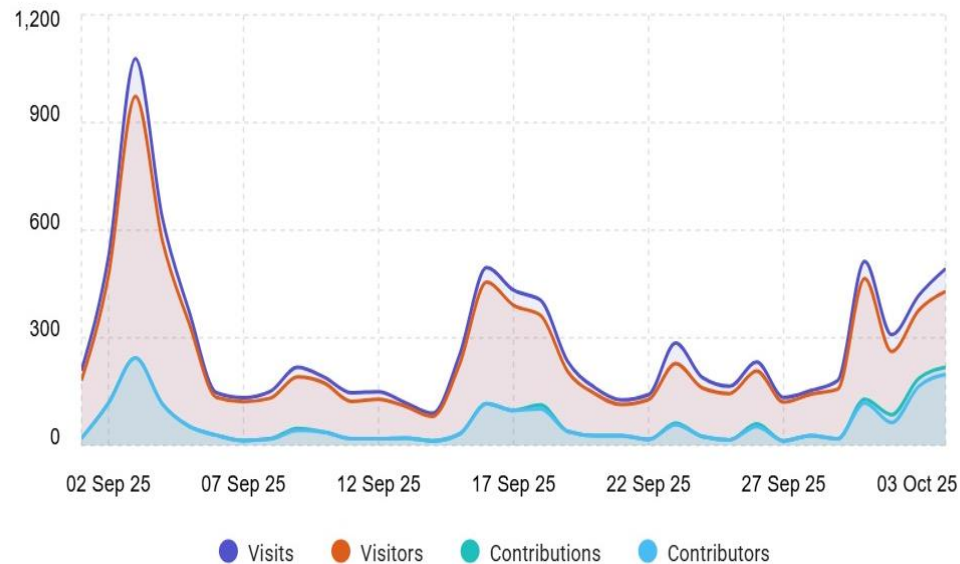
Total contributions (submissions, posts and comments): 1,659

Engagement rate: 18.9%

Possible causes:

- Website activity was low at the start of August, mainly because of the Southport commemorations. From **9 August**, visits and contributions gradually increased, peaking on **13 August**. This surge followed, and may be linked to, the leaflet drop, which occurred between **11–15 August**, and a stakeholder newsletter issued on **13 August**.
- Another sharp rise occurred on **20 August**, reaching its highest point on **21 August**, the day after the first virtual public meeting. This was the largest peak throughout the consultation.
- Activity slowed but rose again, peaking on **26 August**, coinciding with a virtual public meeting and an in-person event in Formby.

September to October website activity



Total website visits: 9,481

Total contributions (submissions, posts and comments): 2,088

Engagement rate: 26.3%

Possible causes:

- At the start of September, website activity was high, peaking on **3 September** after public meetings in Banks and Skelmersdale on **2 September**, alongside increased social media activity from West Lancashire residents in Facebook community groups. Additionally, Ashley Dalton MP shared a [post](#) on a Skelmersdale community page highlighting concerns raised during the meeting about residents in Skelmersdale feeling “overlooked” and “undervalued” and encouraging people to have their say.
- Activity dipped before rising again on **14 September**, peaking on **16 September**, the day of the Tarleton event. Activity dipped during a two-week period where no public meetings took place.
- Two further peaks occurred during the week commencing **22 September**, driven by a drop-in session in Upholland and a public Q&A in Ormskirk.
- The final peak took place in the last week of the consultation, coinciding with a public meeting in Southport and the distribution of the final stakeholder newsletter.