

The New Local Plan Communication Plan, East Devon

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Summary

- Phase one: Eight-Week consultation - January 18th to March 15th 2021.
- Phase two: Post the first consultation.

Following EDDC decision to pull out of GESP, we are now running a new consultation on our own Local Plan that will help to shape developments in East Devon for the next 20 years.

We will need to try and engage as many residents as possible. With the pandemic this will mean a lot of our efforts will be virtual including a social media campaign of content and paid-for posts that will target specific audiences and will include attractive images and content, including questions, to promote engagement with residents. Sharing the posts within community groups on Facebook especially will be important.

Other ideas include a 30 second advert similar to one done by Teignbridge District Council - [\(3\) Facebook](#) and a new banner for the EDDC homepage. We also plan to feature the Local Plan in our newsletter which is delivered to 14,000 subscribers.

Sell in content for local news organisations will also be an important part – we can work with them and ask them what they would be interested in and arrange regular updates and pictures for them to use and share with their own audiences – this will also help to reach older residents who do not have access to the internet.

It will be important to gain the support and engagement of local business networks, eg Chambers of Commerce in key towns and town councils who can push the campaign through their own channels.

Channels

- Media
- Briefing notes for county, town and district council members
- Website
- Social media – Facebook, Twitter, NextDoor, Youtube, Instagram? LinkedIn?
- Newsletters

Audience/stakeholders list in East Devon:

- Town, district, parish councillors
- Residents: 20% are under age 20, 8% in their 20s, 10% in their 30s, 11% in their 40s, 14% in 50s, 14% in 60s, 23% 70s+.
- Businesses
- Voluntary and community sector (sports groups and charity organisations)
- Business networks: Honiton Forward (?), Totally Locally Honiton, Honiton Chamber of Commerce, Sidmouth Chamber, Exmouth Chamber, Totally Locally Axminster, Axminster Chamber, Budleigh Salterton, Seaton, Ottery Business Forum, Cranbrook, ?FSB,(ask Cllrs for recommendations)
- What key things do people influence when they take part?

Comms objectives

- To exceed the number of responses to the issues and options consultations on the last Local Plan (478) and GESP (198) and get responses from the full range of age groups and geography of the district.
- Engage with town councils to share the messages

- Help residents to feel they are involved (sharing weekly updates of how many people have taken the consultations and key emerging themes)
- Get businesses involved – establish key partnerships with CoC
- Make the Local Plan as easy to understand as possible using simple language

Action plan

What we need to do:	Who we hope to reach	Channels it will be published	Lead	What else we need?
Newsletters (internal and external)	Subscribers and council worker	Email – plugged on SM	Comms Team	How often? Do we want to separate them and make a whole new newsletter for the Local Plan?
Social media content that nudges residents to think about key issues that matter to them and take part in the consultation	Residents and business owners	Newsletters Facebook and Twitter posts every other day, paid for posts and sharing in community groups	Comms Team	List of social media posts that prompts engagement Make eye-catching graphics and gifs
Press Releases and Sell-in Content	Residents, business owners, land owners	PR to media – BBC, Devon Live, Archant, Nub News, East Devon News EDDC website	Comms Team	List of potential content and features Determine How often we need it?
Call for sites	Landowners	Facebook and Twitter post once a week, paid for post? Sharing in relevant community groups?	Comms Team	Prepare posts, graphics and gifs
Video on local plan	Residents, business owners, land owners	Youtube and plugged on social media and in newsletters	Comms Team	Find software to do it and content Make video.
Partner up with chambers and town councils	Residents, business owners, land owners	Different organisation websites and social media accounts	Comms Team	List of organisations Make contact with them
Ward members	Residents, business owners, land owners	Social media, councillor contacts	Comms Team	Send an email out to alert all member asking for help

Members Options.

Do we want to concentrate on topics in the consultations that will promote both positive and negative reactions (potentially controversial) to get more people talking about the consultation and responding? A risk maybe that we get more comments about certain topics that others.

To what extent do we want to boost social media posts and target specific groups? Boost posts that are already doing well or do we want to focus on promoting the ones that aren't? Do we want a scatter gun to try and get as many people as possible to see the posts or focus on specific genders and age groups or do we want to target people with certain interests.

The questionnaire works better and is more relevant to individuals rather than groups. Maybe there is scope now, or perhaps after this event (e.g. in the Spring), to do some specific direct contact with groups asking them explicitly about matters most directly relevant to them, as opposed to the wide range of matters tackled through the document. For example Chamber of Commerce could be expected (you would imagine/hope) to have far more interest in and experience to share in respect of town centre matters rather than broad ranging issues that feature in much of the rest of the document – so perhaps we should be contacting groups directly and encouraging them to comment on the specific element of our future planning work that are most likely directly relevant to them.

How we planned to evaluate:

Goal	KPI
Communications campaign measured by: Increase in social media engagement and conversions - We are aiming for 500 responses	Engagement rates: <ul style="list-style-type: none">• Likes, shares and comments across the social media networks used• Website click through rate• YouTube video/playlist views• Facebook video views• Twitter video views• E-bulletin new subscribers• Weekly reviews on Fridays to see what does well and can be tweaked for following week

What we have done:

Press Releases:

[18 January 2021 - Have your say on future developments in East Devon Local Plan consultation - East Devon](#)

[2 February 2021 - Targets for thousands of new homes met, as East Devon launches new consultation on future developments - East Devon](#)

[19 February 2021 - Why do planning applications attract so much interest when the Local Plan generates so little? - East Devon](#)

[26 February 2021 - New Local Plan: How should East Devon deal with its climate emergency? - East Devon](#)

Consultation database emails:

An email has been sent out to 830 people on our consultation database of contacts advising of the consultation. The list comprises of private individuals, companies, developers, land agents, Government departments etc - anyone that has requested to be notified.

Social networking posts:

- Have a say in the way your area is shaped in the #EDDCLocalPlan <http://eastdevon.gov.uk/newlocalplan> Monday, January 25, 8pm
- What facilities do you want to see more of in town and village centres? Have your say in the #EDDCLocalPlan <http://eastdevon.gov.uk/newlocalplan> Thursday, January 28, 7pm
- What types of developments in your area would help local businesses? Have your say in the #EDDCLocalPlan <http://eastdevon.gov.uk/newlocalplan> Saturday, January 31, 10am
- Do you want to help us decide how and where developments should be in East Devon? Take part in our first consultation on the new #EDDCLocalPlan <http://eastdevon.gov.uk/newlocalplan> Tuesday, February 2, 6pm
- How can we improve access to open spaces and encourage healthy lifestyles? Have your say in the #EDDCLocalPlan <http://eastdevon.gov.uk/newlocalplan> Thursday, February 4, 6pm
- How can new development tackle the climate emergency in the future? Share your views on wind energy, solar panels and energy efficient buildings in the #EDDCLocalPlan <http://eastdevon.gov.uk/newlocalplan> Saturday, February 6, 7pm
- Should we continue to protect shops in town centres in the future, or allow other uses like housing or leisure? Have your say in the #EDDCLocalPlan <http://eastdevon.gov.uk/newlocalplan> Monday, February 8, 7am
- How many homes should we build in East Devon over the next 20 years? Have your say in the #EDDCLocalPlan <http://eastdevon.gov.uk/newlocalplan> Thursday, February 11, 7pm
- What kind of new homes do you want to see built in East Devon? Bigger or smaller? More self-build? Give your views in the #EDDCLocalPlan here: <http://eastdevon.gov.uk/newlocalplan> Saturday, February 27, 5pm
- Where should new homes be built? Should we extend existing villages and towns? Or create new ones? Share your views in the #EDDCLocalPlan here: <http://eastdevon.gov.uk/newlocalplan> Thursday March 4, 7pm
- How can we best ensure new development improves wildlife habitats? Give your views in the #EDDCLocalPlan here: <http://eastdevon.gov.uk/newlocalplan> Monday March 1, 1pm
- How do you think we can promote sustainable transport in the future? More bus lanes and routes? Cycle paths? Electric charging points? Give your views in the #EDDCLocalPlan here: <http://eastdevon.gov.uk/newlocalplan> Sunday, March 7, 8pm
- Do you have a site you think is suitable for development in the #EDDCLocalPlan? Tell us by visiting <http://eastdevon.gov.uk/callforsites> Monday, March 8, 12pm
- 63% of respondents so far have said we should be identifying suitable land for renewable energy developments such as solar and wind. Do you agree? Give your views in the #EDDCLocalPlan here: <http://eastdevon.gov.uk/newlocalplan> Thursday March 11, 7pm
- 62% of respondents so far would support converting shops on the outskirts of town centres into other uses. Do you agree? Give your views in the #EDDCLocalPlan here: <http://eastdevon.gov.uk/newlocalplan> Friday, March 12, 7pm

- 83% of respondents so far believe we should focus on encouraging and enabling more home working in the #EDDCLocalPlan. Do you agree? Give us your views here: <http://eastdevon.gov.uk/newlocalplan> Saturday, March 13, 6pm
- Last chance! Deadline is tomorrow: Have your say on how future developments should be shaped in East Devon in the #EDDCLocalPlan here: <http://eastdevon.gov.uk/newlocalplan> Sunday, March 14, 7pm

List of Facebooks Groups that we can share to:

- Axminster Notice Board
- Broadclyst Station Community
- East Devon News Group
- Exmouth Community UK
- Seaton News Group
- Sidmouth Community for the People
- The Honiton Community UK

Response statistics so far:

Week One January 22-28:

4 posts

- 27.1k Reach
- 4.9 k Impressions
- 51 Clicks
- 3 Comments
- 13 Likes
- 13 Shares

Week Two January 28 – February 5:

8 posts

- 52.9k Reach
- 7.5k Impressions
- 180 Clicks
- 2 Comments
- 15 Likes
- 35 Shares

Week Three February 6 – February 12

6 posts

- 47.3k Reach
- 7.5k Impressions
- 106 Clicks
- 12 Comments
- 14 Likes
- 24 Shares

Week Four February 13 – February 19

Four posts

- 27.6k Reach

- 4.5k Impressions
- 46 Clicks
- 7 Comments
- 7 Likes
- 19 Shares

Week Five February 20 – February 26

0 posts.

No data.

We tried just posting at the weekend and got hardly any response.

Week Six February 27 – March 5

11 posts

- 74184 Reach
- 23.2k Impressions
- 47 Clicks
- 60 Comments
- 41 Likes
- 62 Shares

Week Seven Friday, March 6 – Monday, March 15 (1 week + 3 days)

16 post

- 95669 Reach
- 13.1k Impressions
- 93 Clicks
- 16 Comments
- 42 Likes
- 53 Shares

Note: See appendix for detailed look at individual posts and what topics got more comments and the most interest.

Consultation response numbers:

- Week one (February 22): 6
- Week two (February 29): 15
- Week three (February 5): 34
- Week four (February 12): 50
- Week five (February 19): 104
- Week six (February 26): 199
- Week seven (March 5): 270
- Week eight (March 12): 499
- Week nine (March 16): 546

Residents Update E-newsletter

See [Previous updates - East Devon](#) here. We send out weekly E-newsletter with the latest updates and goings on with the council.

1. [Residents update 22/1 - East Devon residents Coronavirus update - Friday 22 January 2021 \(govdelivery.com\)](#)

- Residents update: January 22:
 - Total sent: 12,598
 - Unique clicks: 256
2. Residents update 5/2 - [East Devon residents Coronavirus update - Friday 5 February 2021 \(govdelivery.com\)](#)
 - Total sent: 12,384
 - Unique clicks: 136
 3. Residents update 5/3 - [East Devon residents Coronavirus update - Friday 5 March 2021 \(govdelivery.com\)](#)
 - Total sent: 13,074
 - Unique clicks: 53

Planning E-newsletter

Here is the link to the latest one:

1. Planning newsletter: 29/01 - [East Devon Planning News - Issue 2 \(January 2021\) \(govdelivery.com\)](#)
 - Total sent: 3,048
 - Unique clicks: 611
2. Planning newsletter: 15/02 - [Have your say on the next East Devon Local Plan \(govdelivery.com\)](#)
 - Total sent: 12,895
 - Unique clicks: 1,899

Web statistics:

- w/e 22nd January 2021 – 176 page views and 64 unique visitors
- w/e 29th January 2021 – 72 page views and 54 unique visitors
- w/e 5th February 2021 – 134 page views and 67 unique visitors
- w/e 12th February 2021 – 127 page views and 74 unique visitors
- w/e 19th February 2021 – 111 page views and 74 unique visitors
- w/e 26th February 2021 – 130 page views and 85 unique visitors
- w/e 5th March 2021 – 220 page views and 159 unique visitors
- w/e 12th March 2021 – 722 page views and 427 unique visitors

YouTube video

Added on 26th February 2021

- 79 views as at 5th March 2021
- 138 views as at 15th March 2021

Social Media Graphics:

This graphic is split into two panels. The left panel shows a street scene with white buildings and a blue banner that reads "YOUR TOWN AND VILLAGE CENTRES". The right panel shows a row of new brick houses with a blue banner that reads "SHARE YOUR VIEWS ON NEW HOMES?". Both panels include the East Devon logo in the bottom left and a white box in the bottom right with the text "CONSULTATION DEADLINE" and "MARCH 15".

This graphic is split into two panels. The left panel features a landscape with a wind turbine and a person on a bicycle, with a blue banner that reads "YOUR VIEWS ON THE CLIMATE EMERGENCY?". The right panel shows a dirt path through a field with a blue banner that reads "VIEWS ON OPEN SPACES AND HEALTHY LIVING?". Both panels include the East Devon logo in the bottom left and a white box in the bottom right with the text "CONSULTATION DEADLINE" and "MARCH 15".

This graphic is split into two panels. The left panel is an aerial view of a development site with a blue banner that reads "DEVELOPMENTS: HOW AND WHERE?". The right panel shows a busy town street with a blue banner that reads "HELP FOR BUSINESSES?". Both panels include the East Devon logo in the bottom left and a white box in the bottom right with the text "CONSULTATION DEADLINE" and "MARCH 15".

This graphic is split into two panels. The left panel shows a busy town street with a blue banner that reads "YOUR TOWN CENTRE". The right panel shows a row of brick houses with a blue banner that reads "YOUR VIEWS ON HOMEWORKING?". The right panel also includes a circular inset image of hands typing on a laptop. Both panels include the East Devon logo in the bottom left and a white box in the bottom right with the text "CONSULTATION DEADLINE" and "MARCH 15".

YOUR TOWN AND VILLAGE CENTRES

CONSULTATION DEADLINE

MARCH 15

East Devon

YOUR VIEWS ON THE CLIMATE EMERGENCY:

CONSULTATION DEADLINE

MARCH 15

East Devon

HAVE YOUR SAY ON FUTURE DEVELOPMENTS

CONSULTATION DEADLINE

MONDAY MARCH 15

East Devon

CALL FOR SITES TO DEVELOP:

CONSULTATION DEADLINE

MARCH 15

East Devon

TELL US WHAT YOU WANT MORE OF..

CONSULTATION DEADLINE

MARCH 15

East Devon

TELL US WHAT YOU WANT FOR EAST DEVON WILDLIFE

CONSULTATION DEADLINE

MARCH 15

East Devon

TELL US WHERE YOU WANT NEW BUILD HOMES BUILT!

CONSULTATION DEADLINE

MARCH 15

East Devon

NEW BUILDS! WE NEED YOUR VIEWS!

CONSULTATION DEADLINE

MARCH 15

East Devon

Close up on Facebook posts statistics:

East Devon District Council 20h · 🌐

Last chance! Deadline is tomorrow at 12 noon:
Have your say on how future developments should be shaped in East Devon in the #EDDCLocalPlan here:
http://orlo.uk/EDDC_new_local_plan_Ka34j



783 People reached **18** Engagements [Boost Post](#)

👤 Mike Glover 5 shares

👍 Like 💬 Comment ➦ Share 🌐

Performance for your post

783 People Reached

7 Likes, Comments & Shares ⓘ

2 Likes	1 On Post	1 On Shares
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0 Comments	0 On Post	0 On Shares
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5 Shares	5 On Post	0 On Shares
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11 Post Clicks

0 Photo views	8 Link clicks	3 Other Clicks ⓘ
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NEGATIVE FEEDBACK

0 Hide post **0** Hide all posts

0 Report as spam **0** Unlike Page

Reported stats may be delayed from what appears on posts

East Devon District Council 2d · 🌐

83% of respondents so far believe we should focus on encouraging and enabling more home working in the #EDDCLocalPlan. Do you agree? Give us your views here: http://orlo.uk/EDDC_New_Local_Plan_5WMzq



754 People reached **28** Engagements [Boost Post](#)

👤 Roger Pell and Luke Eveleigh 2 Comments

👍 Like 💬 Comment ➦ Share 🌐

Performance for your post

754 People Reached

4 Likes, Comments & Shares ⓘ

2 Likes	2 On Post	0 On Shares
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2 Comments	1 On Post	1 On Shares
-------------------	------------------	--------------------

0 Shares	0 On Post	0 On Shares
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24 Post Clicks

0 Photo views	3 Link clicks	21 Other Clicks ⓘ
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NEGATIVE FEEDBACK

1 Hide post **0** Hide all posts

0 Report as spam **0** Unlike Page

Reported stats may be delayed from what appears on posts

East Devon District Council 2d · 🌐

62% of respondents so far would support converting shops on the outskirts of town centres into other uses, across East Devon. Do you agree? Give your views in the #EDDCLocalPlan here: http://orlo.uk/EDDC_new_local_plan_z9c26

786 People reached **15** Engagements [Boost Post](#)

👍👤 Mike Glover, Frances Dale Rudd and Peter Mallon

👍 Like 💬 Comment ➦ Share ⚙️

Performance for your post

786 People Reached

3 Reactions, comments & shares ⓘ

2 Like	2 On post	0 On shares
1 🤩 Wow	1 On post	0 On shares
0 Comments	0 On Post	0 On Shares
0 Shares	0 On Post	0 On Shares

12 Post Clicks

3 Photo views	6 Link clicks	3 Other Clicks ⓘ
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NEGATIVE FEEDBACK

0 Hide post	0 Hide all posts
0 Report as spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

East Devon District Council 3d · 🌐

63% of respondents so far have said we should be identifying suitable land for renewable energy developments such as solar and wind. Do you agree? Give your views in the #EDDCLocalPlan here: http://orlo.uk/EDDC_New_Local_Plan_rRZCV

726 People reached **11** Engagements [Boost Post](#)

👍👤 David Merrifield, Katie Perkin and Ruth Chesters 2 shares

👍 Like 💬 Comment ➦ Share ⚙️

Performance for your post

726 People Reached

5 Likes, Comments & Shares ⓘ

3 Likes	3 On Post	0 On Shares
0 Comments	0 On Post	0 On Shares
2 Shares	2 On Post	0 On Shares

6 Post Clicks

0 Photo views	3 Link clicks	3 Other Clicks ⓘ
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NEGATIVE FEEDBACK

0 Hide post	0 Hide all posts
0 Report as spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

East Devon District Council
4d · 🌐

What type of development in your area would help local businesses? Have your say in the #EDDCLocalPlan <http://orlo.uk/pFIwy>

988 People reached **193** Engagements [Boost Post](#)

👍 Tina Sandford and Mike Glover 3 Comments 8 shares

👍 Like 💬 Comment ➦ Share 🌐

Performance for your post

988 People Reached

30 Reactions, comments & shares [📊](#)

5 Like	3 On post	2 On shares
1 😂 Haha	0 On post	1 On shares
16 Comments	10 On Post	6 On Shares
8 Shares	8 On Post	0 On Shares

163 Post Clicks

2 Photo views	9 Link clicks	152 Other Clicks 📊
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NEGATIVE FEEDBACK

0 Hide post	0 Hide all posts
0 Report as spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

East Devon District Council
8 March · 🌐

Do you have a site you think is suitable for development in the #EDDCLocalPlan? Tell us by visiting http://orlo.uk/EDDC_Call_for_sites_CPTVT

697 People reached **7** Engagements [Boost Post](#)

👍 Mike Glover

👍 Like 💬 Comment ➦ Share 🌐

Performance for your post

697 People Reached

1 Likes, Comments & Shares [📊](#)

1 Likes	1 On Post	0 On Shares
0 Comments	0 On Post	0 On Shares
0 Shares	0 On Post	0 On Shares

6 Post Clicks

0 Photo views	2 Link clicks	4 Other Clicks 📊
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NEGATIVE FEEDBACK

0 Hide post	0 Hide all posts
0 Report as spam	0 Unlike Page

Reported stats may be delayed from what appears on posts



East Devon District Council

7 March · 🌐



How do you think we can promote sustainable transport in the future? More bus lanes and routes? Cycle paths? Electric charging points? Give your views in the #EDDCLocalPlan here: <http://orlo.uk/ZW3No>



1,684

People reached

386

Engagements

Boost Post

Tina Sandford, Pauline Stott and 2 others

9 Comments 16 shares



Performance for your post

1,684 People Reached

81 Reactions, comments & shares

21 Like	4 On post	17 On shares
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2 Angry	0 On post	2 On shares
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42 Comments	24 On Post	18 On Shares
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16 Shares	16 On Post	0 On Shares
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305 Post Clicks

8 Photo views	19 Link clicks	278 Other Clicks
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NEGATIVE FEEDBACK

0 Hide post 0 Hide all posts

0 Report as spam 0 Unlike Page

Reported stats may be delayed from what appears on posts

East Devon District Council
4 March · 🌐

Where should new homes be built? Should we extend existing villages and towns? Or create new ones? Share your views in the #EDDCLocalPlan here: www.eastdevon.gov.uk/newlocalplan

8,725 People reached **3,693** Engagements [Boost Post](#)

👤 Tina Sandford, Malcolm Hillier and 8 others 22 Comments 24 shares

👍 Like 💬 Comment ➦ Share 🌐

Performance for your post

8,725 People Reached

313 Reactions, comments & shares ⓘ

27 Like **2** On post **25** On shares

2 😞 Sad **0** On post **2** On shares

25 😡 Angry **9** On post **16** On shares

235 Comments **52** On Post **183** On Shares

24 Shares **24** On Post **0** On Shares

3,380 Post Clicks

16 Photo views **113** Link clicks **3,251** Other Clicks ⓘ

NEGATIVE FEEDBACK

0 Hide post **0** Hide all posts

0 Report as spam **0** Unlike Page

Reported stats may be delayed from what appears on posts

East Devon District Council
1 March · 🌐

How can we best ensure new development improves wildlife habitats? Give your views in the #EDDCLocalPlan here: <http://www.eastdevon.gov.uk/newlocalplan>

1,347 People reached **172** Engagements [Boost Post](#)

👤 Tina Sandford and Mike Glover 7 Comments 11 shares

👍 Like 💬 Comment ➦ Share 🌐

Performance for your post

1,347 People Reached

49 Likes, Comments & Shares ⓘ

6 Likes **2** On Post **4** On Shares

32 Comments **17** On Post **15** On Shares

11 Shares **11** On Post **0** On Shares

123 Post Clicks

4 Photo views **15** Link clicks **104** Other Clicks ⓘ

NEGATIVE FEEDBACK

1 Hide post **0** Hide all posts

0 Report as spam **0** Unlike Page

Reported stats may be delayed from what appears on posts

East Devon District Council
28 February · 🌐

How can new developments tackle the climate emergency in the future? Share your views on wind energy, solar panels and energy efficient buildings in the #EDDCLocalPlan
http://orlo.uk/New_Local_Plan_Consultation_x9uBb

2,090 People reached **71** Engagements [Boost Post](#)

👍 Tina Sandford, EA Johnson and 2 others 4 Comments 7 shares

👍 Like 💬 Comment ➦ Share ⋮

Performance for your post

2,090 People Reached

27 Reactions, comments & shares ⓘ

6 Like	4 On post	2 On shares
2 Love	0 On post	2 On shares
12 Comments	12 On Post	0 On Shares
7 Shares	7 On Post	0 On Shares

44 Post Clicks

2 Photo views	4 Link clicks	38 Other Clicks ⓘ
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NEGATIVE FEEDBACK

1 Hide post	0 Hide all posts
0 Report as spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

East Devon District Council
27 February · 🌐

What kind of new homes do you want to see built in East Devon? Bigger or smaller? More self-build? Give your views in the #EDDCLocalPlan here:
<https://eastdevon.gov.uk/newlocalplan>

5,623 People reached **625** Engagements [Boost Post](#)

👍 Luke Eveleigh 18 Comments 8 shares

👍 Like 💬 Comment ➦ Share ⋮

Performance for your post

5,623 People Reached

93 Likes, Comments & Shares ⓘ

6 Likes	2 On Post	4 On Shares
79 Comments	43 On Post	36 On Shares
8 Shares	8 On Post	0 On Shares

532 Post Clicks

6 Photo views	41 Link clicks	485 Other Clicks ⓘ
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NEGATIVE FEEDBACK

2 Hide post	0 Hide all posts
0 Report as spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

East Devon District Council
19 February · 🌐

How can we improve access to open spaces and encourage healthy lifestyles? Have your say in the #EDDCLocalPlan
http://orlo.uk/New_Local_Plan_Consultation_xwIOb

751 People reached **90** Engagements [Boost Post](#)

👤 Tina Sandford and Mike Glover 1 Comment 8 shares

👍 Like 💬 Comment ➦ Share 🌐

Performance for your post

751 People Reached

16 Likes, Comments & Shares ⓘ

4 Likes **2** On Post **2** On Shares

4 Comments **1** On Post **3** On Shares

8 Shares **8** On Post **0** On Shares

74 Post Clicks

0 Photo views **9** Link clicks **65** Other Clicks ⓘ

NEGATIVE FEEDBACK

1 Hide post **0** Hide all posts
0 Report as spam **0** Unlike Page

Reported stats may be delayed from what appears on posts

East Devon District Council
16 February · 🌐

Do you want to help us decide how and where developments should be in East Devon? Take part in our first consultation on the new #EDDCLocalPlan
http://orlo.uk/New_Local_Plan_Consultation_v0qRy

2,237 People reached **306** Engagements [Boost Post](#)

👤 Tina Sandford, Kim Burgess and 3 others 6 Comments 4 shares

👍 Like 💬 Comment ➦ Share 🌐

Performance for your post

2,237 People Reached

33 Reactions, comments & shares ⓘ

2 Like **2** On post **0** On shares

1 Sad **1** On post **0** On shares

2 Angry **2** On post **0** On shares

24 Comments **23** On Post **1** On Shares

4 Shares **4** On Post **0** On Shares

273 Post Clicks

4 Photo views **36** Link clicks **233** Other Clicks ⓘ

NEGATIVE FEEDBACK

1 Hide post **0** Hide all posts
0 Report as spam **0** Unlike Page

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East Devon District Council
11 February · 🌐

How many homes do you think we should build in East Devon over the next 20 years?
Have your say in the #EDDCLocalPlan
http://orlo.uk/New_Local_Plan_Consultation_3RiSL

2,213 People reached **2,063** Engagements [Boost Post](#)

14 Comments 10 shares

👍 Like 💬 Comment ➦ Share 🌐

Performance for your post

2,213 People Reached

174 Reactions, comments & shares ⓘ

3 Like	0 On post	3 On shares
1 Love	0 On post	1 On shares
1 Haha	0 On post	1 On shares
2 Wow	0 On post	2 On shares
157 Comments	31 On Post	126 On Shares
10 Shares	10 On Post	0 On Shares

1,889 Post Clicks

5 Photo views	36 Link clicks	1,848 Other Clicks ⓘ
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NEGATIVE FEEDBACK

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East Devon District Council
8 February · 🌐

Should we continue to protect shops in town centres in the future, or allow other uses like housing or leisure? Have your say in the #EDDCLocalPlan
http://orlo.uk/New_Local_Plan_Consultation_05hR2

3,684 People reached **1,552** Engagements [Boost again](#)

East Devon District Council
Government organisation [Send Message](#)

Performance for your post

3,684 People Reached

140 Reactions, comments & shares ⓘ

20 Like	2 On post	18 On shares
1 Haha	0 On post	1 On shares
1 Wow	0 On post	1 On shares
102 Comments	18 On Post	84 On Shares
16 Shares	16 On Post	0 On Shares

1,412 Post Clicks

12 Photo views	91 Link clicks	1,309 Other Clicks ⓘ
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NEGATIVE FEEDBACK

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East Devon District Council
4 February · 🌐

How can we improve access to open spaces and encourage healthy lifestyles? Have your say in the #EDDCLocalPlan
http://orlo.uk/New_Local_Plan_Consultation_Ap3M2

703 People reached **42** Engagements [Boost Post](#)

👤 Mike Glover 6 shares

👍 Like 💬 Comment ➦ Share 🌐

Performance for your post

703 People Reached

9 Likes, Comments & Shares 📊

2 Likes	1 On Post	1 On Shares
0 Comments	0 On Post	0 On Shares
7 Shares	6 On Post	1 On Shares

33 Post Clicks

1 Photo views	7 Link clicks	25 Other Clicks 📊
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NEGATIVE FEEDBACK

1 Hide post	0 Hide all posts
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East Devon District Council
2 February · 🌐

Do you want to help us decide how and where developments should be in East Devon? Take part in the our first consultation on the new #EDDCLocalPlan
http://orlo.uk/New_Local_Plan_Consultation_NdINX

4,097 People reached **599** Engagements [Boost Post](#)

👤 Jon Soanes, Daniel Ledger and David Gibbons 1 Comment 24 shares

👍 Like 💬 Comment ➦ Share 🌐

Performance for your post

4,097 People Reached

62 Likes, Comments & Shares 📊

29 Likes	3 On Post	26 On Shares
9 Comments	2 On Post	7 On Shares
24 Shares	24 On Post	0 On Shares

537 Post Clicks

19 Photo views	127 Link clicks	391 Other Clicks 📊
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NEGATIVE FEEDBACK

2 Hide post	0 Hide all posts
0 Report as spam	0 Unlike Page

Reported stats may be delayed from what appears on posts



East Devon District Council

6 February · 🌐

How can new developments tackle the climate emergency in the future? Share your views on wind energy, solar panels and energy efficient buildings in the #EDDCLocalPlan
http://orlo.uk/New_Local_Plan_Consultation_8lsnF



585

People reached

5

Engagements

Boost Post

👤 Georgina Teale and Mike Glover

👍 Like

💬 Comment

➦ Share



Performance for your post

585 People Reached

2 Likes, Comments & Shares ⓘ

2 Likes	2 On Post	0 On Shares
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0 Comments	0 On Post	0 On Shares
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0 Shares	0 On Post	0 On Shares
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3 Post Clicks

0 Photo views	1 Link clicks	2 Other Clicks ⓘ
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NEGATIVE FEEDBACK

1 Hide post	0 Hide all posts
0 Report as spam	0 Unlike Page

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