



Cheshire +
Warrington

Communications and engagement highlight report

Bringing better jobs,
better transport,
smarter investment

- **now's**
the time.

August 2025



Background



Our communications strategy is focused on ensuring that regional stakeholders are informed of the process, how they get involved, and what they can influence.

We have had a planned approach to engaging core stakeholders since September 2024, and we have engaged, at key milestones, with councillors, staff, MPs, relevant committees/boards, businesses, and partner organisations, as well as our residents through a programme of community engagement.

Activity to date – highlights



- Promotion of the government's consultation
- **Launch of ambassador programme** – sharing testimonials and continued engagement with identified ambassadors
- **Devolution newsletter** – [first issue July 2025](#)
- **Social media** – improving visibility/engagement across Cheshire and Warrington devolution accounts, myth-busting/dispelling misinformation, sharing FAQs etc.
- **Internal communications** – with staff across the three councils/ECW
- **Business engagement** – in partnership with the Business Advisory Board/ECW
- **Member engagement** – programme of activity across three councils/town and parish councils

Communications and engagement –

Key insights



Media coverage

- **52** pieces of news coverage
- **1.07 million** estimated views

Social media

- **1.1 million** impressions
- **386.7k** total reach

Cheshire and Warrington devolution website

- 8.8k active users

Page views:

- [Homepage](#) – 8.2k
- [Devolution](#) – 1.8k
- [Get involved](#) – 1.2k
- [Latest updates](#) – 1k

Social media – organic posts

LinkedIn (July/August):

- 9.5k impressions
- 4.8k members reached
- 6.4% engagement rate
- Followers have grown by 74 to 718
- Account growth is steady, with a positive monthly follower increase

Facebook (July/August):

- 752k impressions (up by 297%*)
- 310k reach (up by 281%*)
- 438 interactions

*all % figures compared to May/June



Social media – paid for advertising



Promotion of devolution explainer animation

- 51.4k video plays
- 34.8k reach
- 68.2k impressions

Younger people campaign

- Targeting people aged 21 to 40
- 437k reach
- 957k impressions
- 1k link clicks

'Now is the time' campaign

- Ongoing – running a series of ads from 8 August until 13 September 2025
- Initial ad set is targeting people aged 18 to 30
- Ads will run across META (Facebook/Instagram) and LinkedIn – currently only META is running to ensure best cost per result and good budget utilisation
- 36.8k reach
- 95.4k impressions
- 86 link clicks
- Campaign will be evaluated on 26 August and adjusted accordingly

Community engagement programme



Community engagement is a key part of our overall communications and engagement strategy.

To support with this work, we commissioned an agency – **Social** – to facilitate a programme of community engagement across Cheshire East, Cheshire West and Chester, and Warrington, with a key focus on targeted youth engagement.

During some of our events, we asked our residents about their thoughts on devolution – [Watch the video on the Cheshire and Warrington website](#)

Community engagement programme



We have directly engaged with

- 560 individuals
- 453 via community pop-up events
- 64 people engaged via community events
- 43 young people targeted

Top devolution priorities from community engagement

44% - transport

28% - economy

16% - environment

12% - skills



Next steps

- Following this initial phase of communications and engagement activity, we have refreshed our strategy
- We have sharpened our approach to focus on key audiences, including younger adults, elected members, and other communities of influence, and giving key advocates the opportunity to have their voice heard
- We are continuing with myth busting/work to dispel misinformation – this is still common in the feedback we receive, so we must be relentless in correcting misinformation/raising awareness of the benefits of devolution
- Work is focusing on an intensive PR campaign and broadening our community and member engagement
- **This means...**

Updated strategy



- **Residents, businesses and partners** will understand what devolution is and isn't, the potential benefits, the process and timeline, and how it affects them
- **Staff** will understand what devolution is and isn't, how it affects their roles, the process, and what it means for their organisation
- **Members** will understand what devolution means for their authority and area, and the stages of the devolution process and decision-making, so they are equipped and supported to talk about devolution using consistent messaging
- **Members** will see the feedback of residents, businesses and communities in the evidence base for decision making and devolution priorities
- **All stakeholders** will know how to get involved and have their say and will be able to see that their responses are reflected in local decision-making