

Appendix 2 – 12-week Public Consultation Engagement

Table 1 – Overall Consultation Information

Consultation Live Period	29th September 2023 - 22nd December 2023		
Total Website Views	590		
Draft Strategy Views/Downloads	183		
Average Engagement Time	23 seconds	72% lower than average	

Table 2 - Social Media Promotion (English Language)

Tweet Date	Impressions	Clicks	Click-Through Rate (%)
03/11/2023	1642	93	5.66%
12/11/2023	2106	55	2.61%
20/11/2023	962	30	3.12%
28/11/2023	1304	47	3.60%

Table 3 – Social Media Promotion (Welsh Language)

Tweet Date	Impressions	Clicks	Click-Through Rate (%)
03/11/2023	17	0	0%
12/11/2023	29	0	0%
20/11/2023	15	0	0%
28/11/2023	22	0	0%