# Brixworth Parish Council

## Media and Communications Committee

**Councillors are hereby summoned to attend the Media & Communications Committee meeting to be held on**
**Wednesday 22nd April 2020 at 6:45pm**

**This will be a 'virtual meeting' using Video Conferencing**
**(In accordance with the Coronavirus Act 2020)**

*The press and public are able at attend (by request only)*
Please email your interest to parish.clerk@brixworthparishcouncil.gov.uk

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1. Apologies for Absence

2. Declarations of interest on the agenda Items

3. Approve and sign the minutes from the last meeting held on 12th February 2020.

4. Brixworth Bulletin On Line Issue – Deadline end of month for artwork

5. The Posting Plan – Review

6. Community Safety – Covid 19 Messages to the community

7. To note that the Annual Meeting of the Parish will not take place

8. Matters Referred from the Parish Council – none from last meeting

9. Performance Data

10. Any other business (Items to be notified to the Chairman before the meeting)

11. Date of Next Meeting – Wednesday 20nd May 2020

*Peter Rowbotham* (signature)

**Peter Rowbotham**
**Parish Clerk**
**Brixworth Parish Council**

**16th March 2020**

10 Shelland Close
Market Harborough
Leicestershire
LE16 7XU
Telephone 079 8314 1786
E Mail: parish.clerk@brixworthparishcouncil.gov.uk

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*Members of the Media & Communications Committee*
*Councillor Elaine Coe (Chair), Councillor Jackie Bird, Councillor Alan Lovell and Councillor Sandra Moxon*

# Brixworth Parish Council

## Minutes of the meeting of the Media & Communications Committee

### Wednesday 12th February 2020

**In Attendance:**

**Councillors:**     Councillor Elaine Coe, Councillor Jackie Bird and Councillor Sandra Moxon

**Apologies:**

**Absent -**        Councillor Alan Lovell.

**Also, Present:**   Peter Rowbotham (Parish Clerk)

**Members of
the Public:**        0

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### 20/ 342 MC Welcome

Councillor Elaine Coe, as Chairman, welcomed everyone to the meeting and reminded Councillors of the arrangements in the event of any required emergency exit. The meeting was being recorded.

### 20/ 343 MC Apologies for Absence

None received.

### 20/ 345 MC Declarations of Interest

None declared.

### 20/ 346 MC Minutes of the last meeting (15th January 2020)

The minutes of the last meeting held on 15th January 2020 were agreed as a true and accurate record. This was proposed by Councillor Bird and seconded by Councillor Moxon. Unanimous.

### 20/ 347 MC Brixworth Bulletin

The contents for the next edition was discussed. Councillor James would need to complete the article for Chairman's Chat. The Clerk would contact him. Other articles include -

- Q4 Crime Stats – side bar (PR)
- Q4 Grants Awarded (PR)
- Chairman's Chat – (EC)
- Grants - Calendars – local photo needed for this (already in Bulletin)

- Sponsoring a music evening
- Inconsiderate parking (PR)
- Becoming a new Councillor
- Councillor page to include Councillor Howarth and Councillor Compton

### 20/ 336 MC Posting Plan

- Chairman's Chat – EC
- Crime Prevention - PR
- Fix my street On-line Reporting – PR
- New Photos
- Builders use of the highway and footpaths
- Grant Awards – Sands United / Brixworth Park Run/ Brixworth Cricket Club/ Brixworth Seniors FC
- FAQ – JB
- Tidy Footpaths -PR
- New Van and Mower – naming competition – Facebook only- EC
- New Councillor(s) - EC
- Gritting update– Facebook item only
- Blocking Pavements
- Annual Meeting

### 20/ 337 MC Community Safety

No items raised. Regular quarterly

### 20/ 338 Matters Referred from Parish Council

No further items had been identified. The Councillor recruitment You Tube clip would be used on Social Media. Other supplied media information would also be used.

### 20/ 339 Performance Data
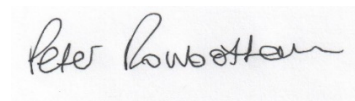
The latest Google Analytics data had been circulated.

### 19/ 340 MC Any Other Business

None

### 19/ 341 MC Date of Next Meeting

Wednesday 18th March 2020 starting at 645pm

*The Meeting finished at 7.07pm*

**Councillor Elaine Coe (Chair)**                                      **Peter Rowbotham**
**Chairman of the Media & Communications Committee**              **Parish Clerk**
**Brixworth Parish Council**                                    **Brixworth Parish Council**
18th March 2020                                                   10th March 2020
                                                     Telephone: 079 8314 1786
                               Email: parish.clerk@brixworthparishcouncil.gov.uk

# **Brixworth Parish Council**

## **Posting Plan**

### **6 or 7 articles selected each issue (complete with photographs)**

| Q1 Spring |
|---|
| Chairman's Chat |
| Planning Matters |
| Crime Prevention – reporting |
| Promote an On-Line Service – Street Doctor |
| Speed Data |
| New Councillors |
| Spring Clean |
| Winter Entrance Planters |
| Precept and Budget |

| Q2 Summer |
|---|
| Chairman's Chat |
| Planning Matters |
| Crime Prevention – Summer safety |
| Promote an On-Line Service |
| Speed Data |
| New Councillors |
| Noise complaints |
| Dog Poo |
| Summer Planting |
| Grass Cutting |
| Parish Survey |

| Q3 Autumn |
|---|
| Chairman's Chat |
| Planning Matters |
| Crime Prevention – dark nights, sheds and vans |
| Promote an On-Line Service – DDC reporting |
| Speed Data |
| New Councillors |
| Grants |
| |

| Q4 Winter |
|:---:|
| Chairman's Chat |
| Planning Matters |
| Crime Prevention – Christmas message |
| Select an On-Line Service |
| Speed Data |
| New Councillors |
| Gritting |
| FAQ from the Surgery |
| Christmas Trees |

**In Main Body of the Paper**

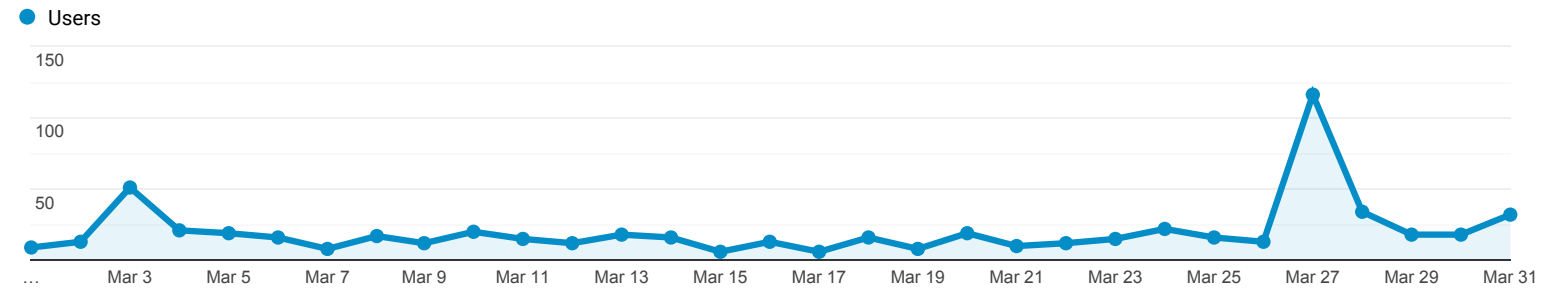Planning Applications

Neighbourhood Watch

Speed watch

## Audience Overview

| | |
|---|---|
| ◯ | **All Users**<br>100.00% Users |

Mar 1, 2020 - Mar 31, 2020

**Overview**

● Users



● New Visitor ● Returning Visitor
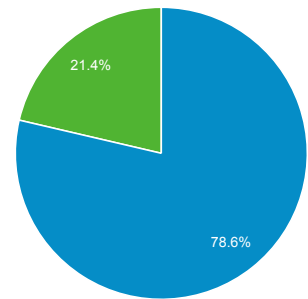


| Users | New Users | Sessions |
|---|---|---|
| 513 | 431 | 661 |

| Number of Sessions per User | Pageviews | Pages / Session |
|---|---|---|
| 1.29 | 1,360 | 2.06 |

| Avg. Session Duration | Bounce Rate |
|---|---|
| 00:01:10 | 69.89% |

| | Language | Users | % Users | |
|---|---|---|---|---|
| 1. | en-gb | 345 | | 67.25% |
| 2. | en-us | 158 | | 30.80% |
| 3. | en | 4 | | 0.78% |
| 4. | ko | 2 | | 0.39% |
| 5. | zh-cn | 2 | | 0.39% |
| 6. | fr | 1 | | 0.19% |
| 7. | ru | 1 | | 0.19% |

## Acquisition Overview

All Users
100.00% Users

Mar 1, 2020 - Mar 31, 2020

**Primary Dimension:**   **Conversion:**

Top Channels ▾   All Goals ▾   Edit Channel Grouping

### Top Channels

- Social — 38.8%
- Direct — 31.1%
- Organic Search — 29%
- Referral

### Users

● Users

150
100
50

Mar 9   Mar 16   Mar 23   Mar 30

### Conversions

● Goal Conversion Rate

100.00%

0.00%

Mar 2   Mar 9   Mar 16   Mar 23   Mar 30
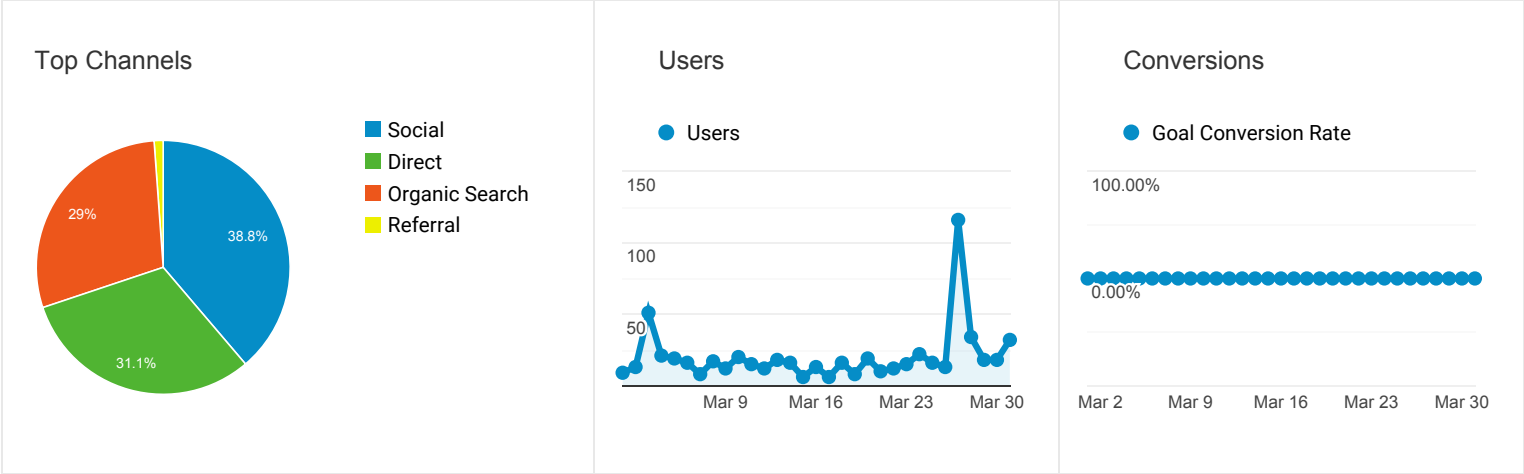
| | | Acquisition | | | Behavior | | |
|---|---|---|---|---|---|---|---|
| | | Users ↓ | New Users ↓ | Sessions ↓ | Bounce Rate ↓ | Pages / Session ↓ | Avg. Session Duration ↓ |
| | | 513 | 431 | 661 | 69.89% | 2.06 | 00:01:10 |
| 1 | Social | 202 | | | 72.50% | | |
| 2 | Direct | 162 | | | 90.91% | | |
| 3 | Organic Search | 151 | | | 47.74% | | |
| 4 | Referral | 6 | | | 66.67% | | |

### Conversions

**Set up a goal.**

To see outcome metrics, define one or more goals.

GET STARTED

To see all 4 Channels click here.

# Network Referrals

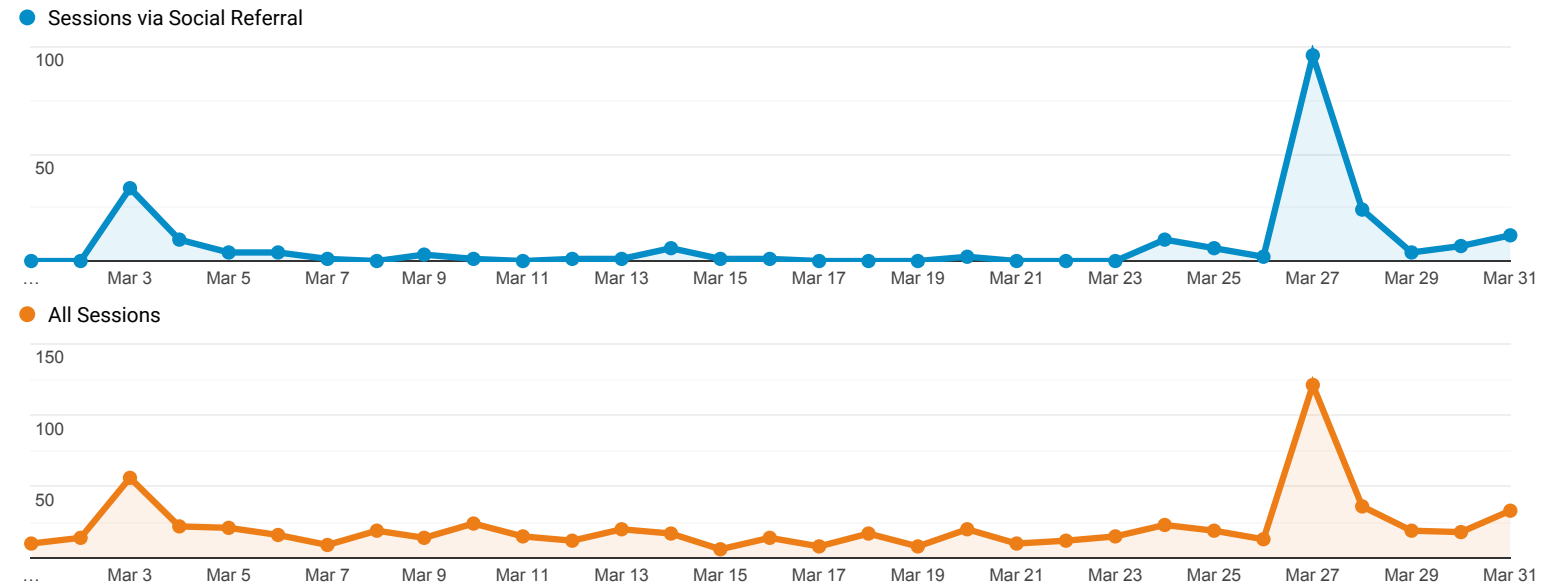Mar 1, 2020 - Mar 31, 2020

ALL » SOCIAL NETWORK: Facebook

## Discover where your social traffic originates

Identify the networks and communities where people engage with your content.
Learn about each community, and identify your best performing content on
each network.

Don't show education messages.

⭕ All Users
34.80% Sessions

**Social Referral**

● Sessions via Social Referral



● All Sessions



| Shared URL | Sessions | Pageviews | Avg. Session Duration | Pages / Session |
|---|---|---|---|---|
| 1. www.brixworthparishcouncil.gov.uk/ | **103** (44.78%) | 111 (39.08%) | 00:00:09 | 1.08 |
| 2. www.brixworthparishcouncil.gov.uk/meeting-documents-2020/ | **85** (36.96%) | 122 (42.96%) | 00:01:10 | 1.44 |
| 3. www.brixworthparishcouncil.gov.uk/?fbclid=IwAR0gqZydtSifJuBBr5crCiBvX_3SdcIQTNSPT0u4-1dQZgV-2eyshDETgjE | **2** (0.87%) | 2 (0.70%) | 00:00:00 | 1.00 |
| 4. www.brixworthparishcouncil.gov.uk/meeting-documents-2020/?fbclid=IwAR2tGl7ayLrE8r3CetaKQtxxbf_6eNOjbMheKY74wbsf0fywhPRmDYZFjok | **2** (0.87%) | 2 (0.70%) | 00:00:00 | 1.00 |
| 5. www.brixworthparishcouncil.gov.uk/?fbclid=IwAR0-bzyCgZPDXFDbxXWliBNUJB_7hjyhWtqrDdaVo4REON2qriffUm3bYus | **1** (0.43%) | 1 (0.35%) | 00:00:00 | 1.00 |
| 6. www.brixworthparishcouncil.gov.uk/?fbclid=IwAR05Z_wENKjwqVufC-7s4yFVpuvP15vpoZit3UAz17_FK0MNOrJ4ILeLY5I | **1** (0.43%) | 1 (0.35%) | 00:00:00 | 1.00 |
| 7. www.brixworthparishcouncil.gov.uk/?fbclid=IwAR0rM8WPhn9pc5kCWN6P-vH3kRzs2CeZEqrEjL9ZW3p-TW7c0xyygZQiIlk | **1** (0.43%) | 1 (0.35%) | 00:00:00 | 1.00 |
| 8. www.brixworthparishcouncil.gov.uk/?fbclid=IwAR0RxubxRiS6sivqNzQVIrztGiFuPMPp9N9f9_IbCax14OXgCWs3Ek5La3k | **1** (0.43%) | 1 (0.35%) | 00:00:00 | 1.00 |
| 9. www.brixworthparishcouncil.gov.uk/?fbclid=IwAR1_Rf02Gm2XI78bN1s913URWFpGK08QtCNmF1OQE9AMcwPII2eRzxtqAEw | **1** (0.43%) | 1 (0.35%) | 00:00:00 | 1.00 |
| 10. www.brixworthparishcouncil.gov.uk/?fbclid=IwAR1-t-pxC_MA1lAswCJAdDdxkLyT7A_yQVx_on85JkB5gDHIgM9kd1o7j70 | **1** (0.43%) | 1 (0.35%) | 00:00:00 | 1.00 |

Rows 1 - 10 of 42

# Network Referrals

Mar 1, 2020 - Mar 31, 2020

ALL » SOCIAL NETWORK: Twitter
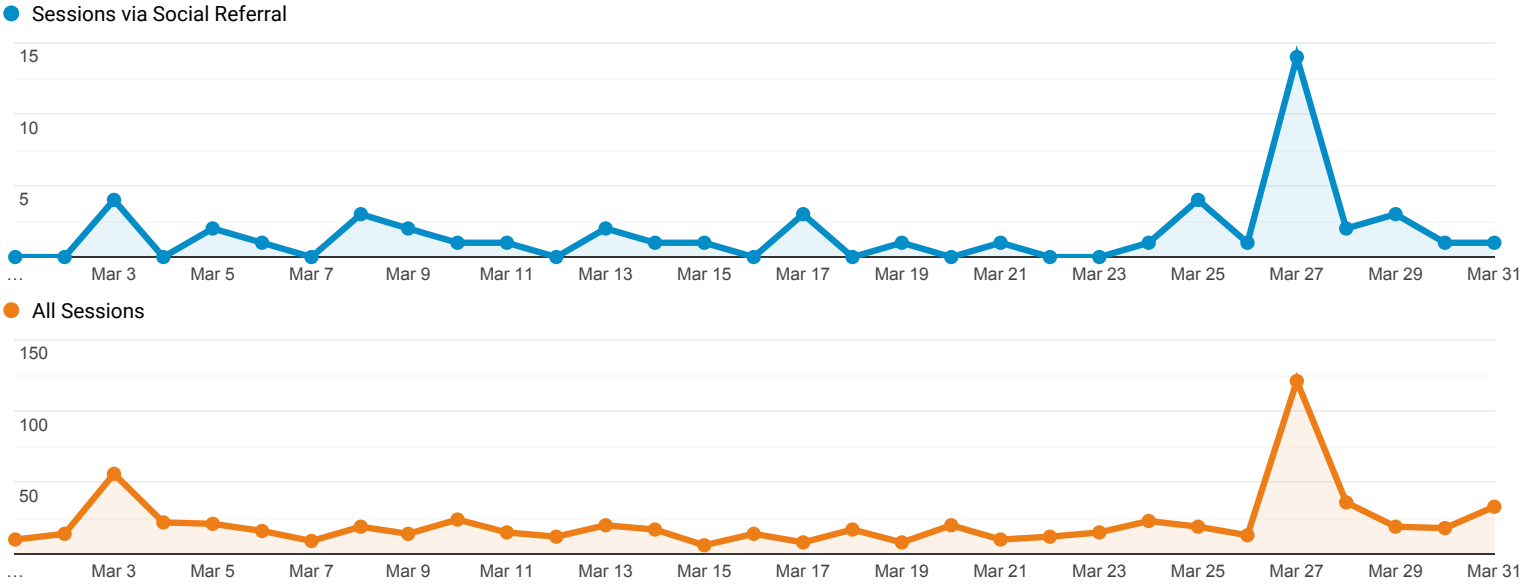
## Discover where your social traffic originates

Identify the networks and communities where people engage with your content. Learn about each community, and identify your best performing content on each network.

Don't show education messages.

**All Users**
7.56% Sessions

**Social Referral**

● Sessions via Social Referral



● All Sessions



| Shared URL | Sessions | Pageviews | Avg. Session Duration | Pages / Session |
|---|---|---|---|---|
| 1. www.brixworthparishcouncil.gov.uk/ | **40** (80.00%) | 99 (85.34%) | 00:02:20 | 2.48 |
| 2. www.brixworthparishcouncil.gov.uk/meeting-documents-2020/ | **6** (12.00%) | 9 (7.76%) | 00:05:07 | 1.50 |
| 3. www.brixworthparishcouncil.gov.uk/meetings/documents/meeting-documents-2017/ | **4** (8.00%) | 8 (6.90%) | 00:00:24 | 2.00 |

Rows 1 - 3 of 3

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