



Brixworth Parish Council

Media and Communications Committee

Councillors are hereby summoned to attend the Media & Communications Committee meeting to be held on Wednesday 20th May 2020 at 6:45pm

This will be a 'virtual meeting' using Video Conferencing in accordance with the Local Authorities and Police and Crime Panels (Coronavirus) Regulations 2020

Press and public are able to attend.

Please email your interest to parish.clerk@brixworthparishcouncil.gov.uk
or join us direct by using the link to [Microsoft Teams](#)

-
1. Apologies for Absence
 2. Declarations of interest on the agenda Items
 3. Approve and sign the minutes from the last meeting held on 22nd April 2020
 4. Brixworth Bulletin
 5. The Posting Plan – Review
 6. Community Safety – Covid 19 Messages to the community
 7. Matters Referred from the Parish Council – none from last meeting
 8. Performance Data (attached)
 9. Any other business (Items to be notified to the Chairman before the meeting)
 10. Date of Next Meeting – Wednesday 10th June 2020

**Peter Rowbotham
Parish Clerk
Brixworth Parish Council**

14th May 2020

10 Shelland Close
Market Harborough
Leicestershire
LE16 7XU

Telephone 079 8314 1786

E Mail: parish.clerk@brixworthparishcouncil.gov.uk

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 22nd April 2020

Video Conferencing

In Attendance:

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

Apologies:

Absent - Councillor Alan Lovell.

Also, Present: Peter Rowbotham (Parish Clerk) and Councillor Lina Howarth.

**Members of
the Public:** 0

20/ 354 MC Welcome

Councillor Elaine Coe, as Chairman, welcomed everyone to the meeting which was being recorded.

20/ 355 MC Apologies for Absence

None received.

20/ 356 MC Declarations of Interest

None declared.

20/ 357 MC Minutes of the last meeting (12th February 2020)

The minutes of the last meeting held on 12th February 2020 were agreed as a true and accurate record. This was proposed by Councillor Elaine Coe and seconded by Councillor Bird. Unanimous.

20/ 358 MC Brixworth Bulletin

The contents for the next edition were discussed. Councillor James had already submitted his article for Chairman's Chat. The theme would be the ongoing Covid 19 issues. Articles include –

- Domestic Violence
- Environmental Matters – noise, smoke, fly tipping
- Response to Covid 19 – positive aspects

- S106 grants – high level report with reference to St David's focus
- Speed Data
- Dog Poo
- Grants
- NHS Web Site

It was agreed that an article on how we spend the budget should be used later in the year.

Photographs were required for all articles to ensure that the articles were not seen as 'text heavy'.

20/ 359 MC Posting Plan

The Plan for this quarter was as follows -

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

20/ 360 MC Community Safety

The reporting of Domestic Violence was the nominated article within the next Bulletin.

20/ 361 MC Annual Parish Meeting

The Committee noted that the Annual Parish Meeting for 2021 would not now take place.

20/ 362 Matters Referred from Parish Council

No further items had been identified.

20/ 363 Performance Data

The latest Google Analytics data had been circulated for Councillors information.

19/ 364 MC Any Other Business

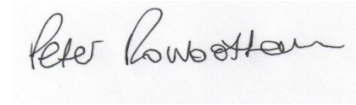
None

19/ 365 MC Date of Next Meeting

Wednesday 20th May 2020 starting at 645pm

The Meeting finished at 8pm

Councillor Elaine Coe (Chair)
Chairman of the Media & Communications Committee
Brixworth Parish Council
20th May 2020

A handwritten signature in black ink, appearing to read 'Peter Rowbotham', on a light-colored rectangular background.

Peter Rowbotham
Parish Clerk
Brixworth Parish Council
23rd May 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
Tree Inspections

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

Acquisition Overview

 All Users
100.00% Users

Apr 1, 2020 - Apr 30, 2020

Primary Dimension:

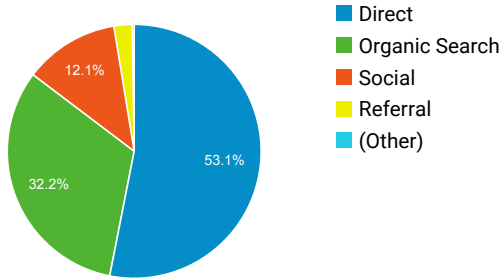
Conversion:

Top Channels ▾

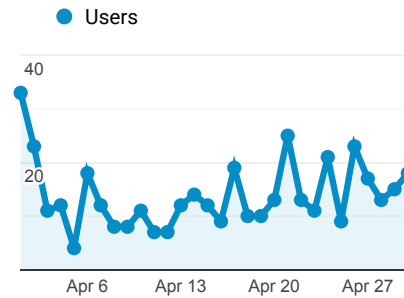
All Goals ▾

Edit Channel Grouping

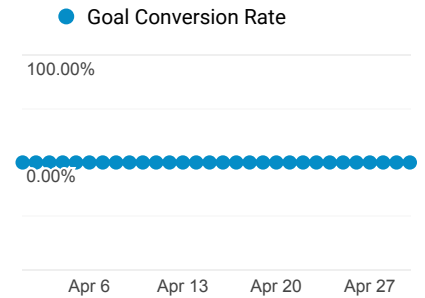
Top Channels



Users



Conversions



Acquisition

Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
379	340	445	58.65%	2.08	00:01:29
206	<div><div></div></div>		81.82%	<div><div></div></div>	
125	<div><div></div></div>		43.48%	<div><div></div></div>	
47	<div><div></div></div>		16.98%	<div><div></div></div>	
9	<div><div></div></div>		10.00%	<div><div></div></div>	
1	<div><div></div></div>		100.00%	<div><div></div></div>	

Behavior

Bounce Rate	Pages / Session	Avg. Session Duration
58.65%	2.08	00:01:29
81.82%		
43.48%		
16.98%		
10.00%		
100.00%		

Conversions



Set up a goal.

To see outcome metrics, define one or more goals.

GET STARTED

To see all 5 Channels click [here](#).

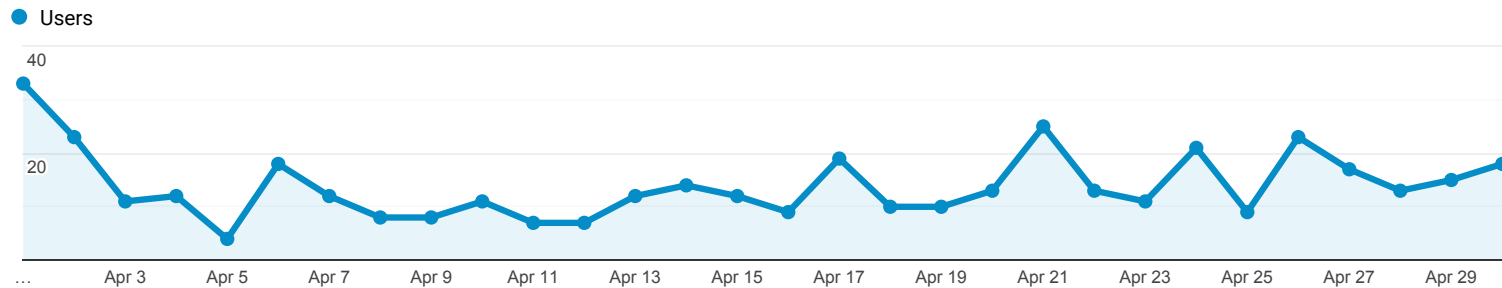


Audience Overview

All Users
100.00% Users

Apr 1, 2020 - Apr 30, 2020

Overview



Users
379

New Users
340

Sessions
445

Number of Sessions per User
1.17

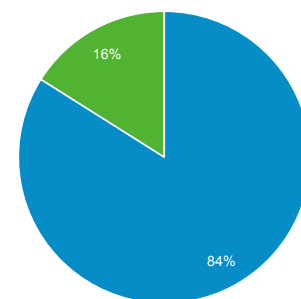
Pageviews
924

Pages / Session
2.08

Avg. Session Duration
00:01:29

Bounce Rate
58.65%

■ New Visitor ■ Returning Visitor



Language	Users	% Users
1. en-us	210	55.41%
2. en-gb	167	44.06%
3. en	1	0.26%
4. zh-cn	1	0.26%

Network Referrals

Apr 1, 2020 - Apr 30, 2020

ALL » SOCIAL NETWORK: Facebook

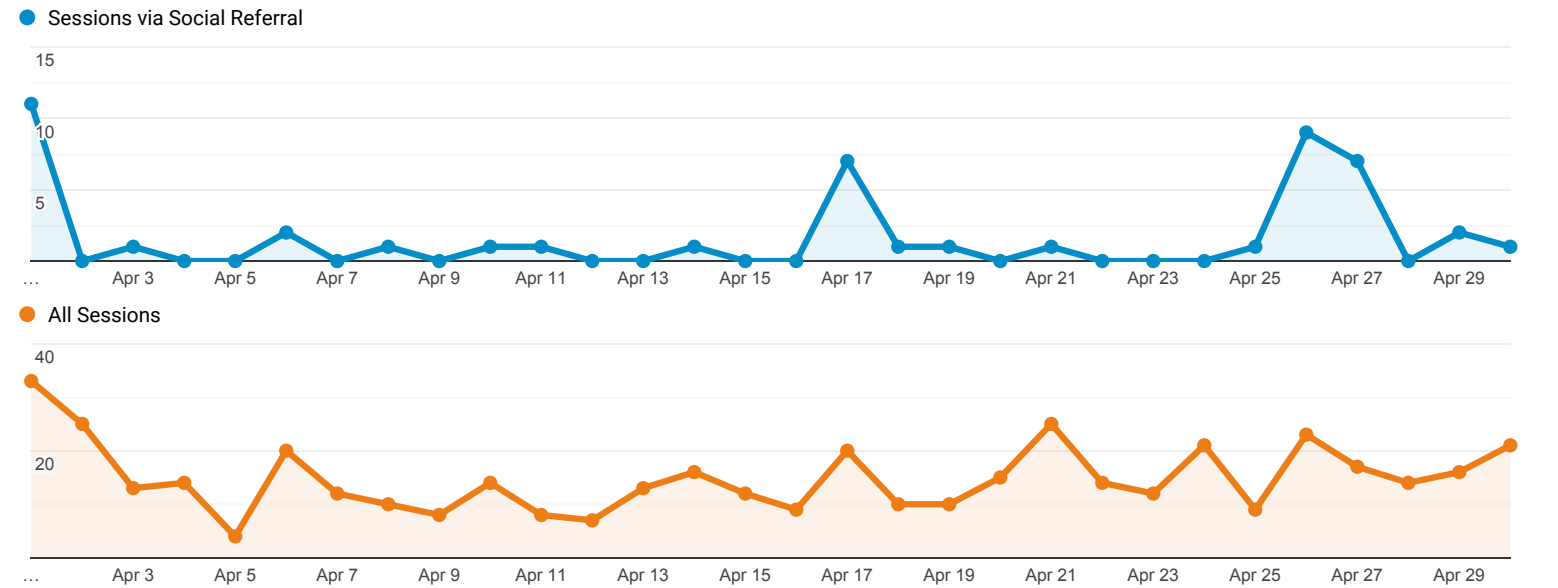
Discover where your social traffic originates

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
10.79% Sessions

Social Referral



Shared URL	Sessions	Pageviews	Avg. Session Duration	Pages / Session
1. www.brixworthparishcouncil.gov.uk/meeting-documents-2020/	26 (54.17%)	35 (44.87%)	00:02:06	1.35
2. www.brixworthparishcouncil.gov.uk/	11 (22.92%)	28 (35.90%)	00:00:24	2.55
3. www.brixworthparishcouncil.gov.uk/?fbclid=IwAR1ZQDHMHjDSGrwu9Ab_fcZKGJ4W7cEm7I6SbHbUqFjzhOCdopC5iz2xZU	1 (2.08%)	2 (2.56%)	00:00:09	2.00
4. www.brixworthparishcouncil.gov.uk/?fbclid=IwAR3LlKTGXl60nEKANiwdJYbKXwu8Bqr9RcwZguT5m2zB_Que7jxcb2id-c	1 (2.08%)	1 (1.28%)	00:01:06	1.00
5. www.brixworthparishcouncil.gov.uk/meeting-documents-2020/?fbclid=IwAR0cSkcDtSpbwt4GbhIEEq_OnEwxT1LgwgsLFiBo9HBUJc9iGKFTisDR7Fw	1 (2.08%)	1 (1.28%)	00:00:16	1.00
6. www.brixworthparishcouncil.gov.uk/meeting-documents-2020/?fbclid=IwAR11zrnoNQ5AG2oEwBo8oyRuWY3vIwX3mz8j6ppNM1etObwb0kSNK8C0NxA	1 (2.08%)	1 (1.28%)	00:00:07	1.00
7. www.brixworthparishcouncil.gov.uk/meeting-documents-2020/?fbclid=IwAR1J1k7PPALYV_MvaVGfHMDpYKlCGfmMyOfAP-MxUdZtrlzeFEmXdE6hDo	1 (2.08%)	1 (1.28%)	00:00:09	1.00
8. www.brixworthparishcouncil.gov.uk/meeting-documents-2020/?fbclid=IwAR1NLQobXDDgcCN_4Up32CFbUkVHfZVTBuAyV_Ju9H2i1SDvjPQZ8FjB_wY	1 (2.08%)	1 (1.28%)	00:00:13	1.00
9. www.brixworthparishcouncil.gov.uk/meeting-documents-2020/?fbclid=IwAR1rmJuZGXYqgKNYRttnGUCTs3hR8i8YrehZWtFKwbFUHQJYCIdEToMGV9w	1 (2.08%)	3 (3.85%)	00:12:01	3.00
10. www.brixworthparishcouncil.gov.uk/meeting-documents-2020/?fbclid=IwAR2404w3TVEfqhEJZU7GslZq0eX416y5p56rFISFQNYyQm4qNMZGYe9GNnU	1 (2.08%)	1 (1.28%)	00:00:19	1.00

Network Referrals

Apr 1, 2020 - Apr 30, 2020

ALL » SOCIAL NETWORK: Twitter

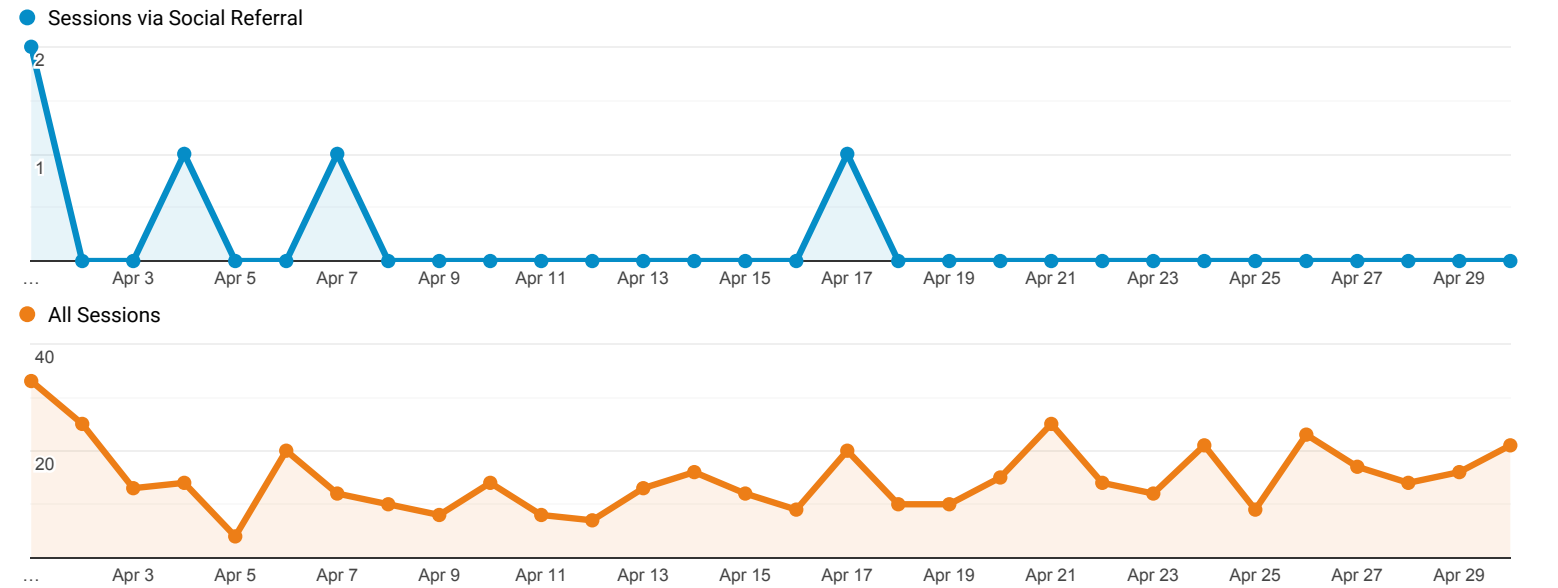
Discover where your social traffic originates

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Don't show education messages.

All Users 1.12% Sessions

Social Referral



Shared URL	Sessions	Pageviews	Avg. Session Duration	Pages / Session
1. www.brixworthparishcouncil.gov.uk/	2 (40.00%)	9 (75.00%)	00:01:04	4.50
2. www.brixworthparishcouncil.gov.uk/meetings/documents/meeting-documents-2017/	2 (40.00%)	2 (16.67%)	00:00:00	1.00
3. www.brixworthparishcouncil.gov.uk/meeting-documents-2020/	1 (20.00%)	1 (8.33%)	00:00:04	1.00

Rows 1 - 3 of 3