



Brixworth Parish Council

Media and Communications Committee

Councillors are hereby summoned to attend the Media & Communications Committee meeting to be held on Wednesday 10th June 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 21st May 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
 8. Performance Data (attached)
 9. Any other business (Items to be notified to the Chairman before the meeting)
 10. Date of Next Meeting – Wednesday 8th July 2020

**Peter Rowbotham
Parish Clerk
Brixworth Parish Council**

4th June 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 (Vice Chairman), Councillor Jackie Bird (Vice Chairman),
Councillor Sandra Moxon and Councillor Lina Howarth*



Brixworth Parish Council

Minutes of the meeting of the Media & Communications Committee

Wednesday 20th May 2020

Video Conferencing

In Attendance:

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

Apologies: Councillor Alan Lovell

Absent -

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

**Members of
the Public:** 0

20/ 366 MC Welcome

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

20/ 367 MC Apologies for Absence

Councillor Lovell had offered his apologies for absence.

20/ 368 MC Declarations of Interest

None declared.

20/ 369 MC Minutes of the last meeting (22nd April 2020)

The minutes of the last meeting held on 22nd April 2020 were agreed as a true and accurate record. This was proposed by Councillor Moxon and seconded by Councillor Bird. Unanimous.

20/ 370 MC Brixworth Bulletin

The contents for the last edition were reviewed and discussed. Improvements were discussed

Articles would start to be prepared immediately for the next edition. Informal meetings could take place to discuss items if necessary but generally email was sufficient. In the short term the artwork would be carried out by Committee members but longer term this would be accrued out by the additional part time member of staff.

The next edition would include –

Page One – picture based

- Chairman's Chat – based upon the s106 progress
- Grants – if any processed. Could also promote grant availability.

Page Two

- 2 or 3 articles plus pictures – Covid 19 theme – looking forward to the Good Neighbourhood Scheme

Page Three

- Relevant service news – including community safety issues
- 'Quote from the Police

Page Four

- Parish Council news (AGM?) - SM
- New Councillors
- Committee/ Working Party article with quote from Chairman
- Fireworks/ Halloween
- FAQ

Photographs are required for all articles.

20/ 371 Matters Referred from Parish Council

No further items had been identified.

20/ 372 Performance Data

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

19/ 373 MC Any Other Business

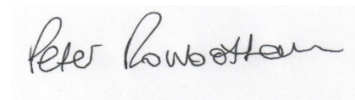
None

19/ 374 MC Date of Next Meeting

Wednesday 10th June 2020 starting at 645pm

The Meeting finished at 7.30pm

Councillor Elaine Coe (Chair)
Chairman of the Media & Communications Committee
Brixworth Parish Council
10th June 2020



Peter Rowbotham
Parish Clerk
Brixworth Parish Council
21st May 2020
Telephone: 079 8314 1786
Email: parish.clerk@brixworthparishcouncil.gov.uk



Brixworth Parish Council

Posting Plan

Each Bulletin to have 3 or 4 articles selected for each issue – ideally 250 words each plus picture

Q1 Spring	
<ul style="list-style-type: none"> • March issue • Deadline for contributions (individual articles) : 25 January • Deadline for complete artwork (ie the four PC pages): 10 February • Publication date: last weekend in February 	
Chairman's Chat	SJ
Grants	
Crime Prevention – reporting	
Promote an On-Line Service	
Speed Data	
New Councillors	
Spring Clean	
Entrance Planters	
Precept and Budget	

Q2 Summer	
<ul style="list-style-type: none"> • June issue • Deadline for contributions (individual articles) : 25 April • Deadline for complete artwork (ie the four PC pages): 10 May • Publication date: last weekend in May 	
Chairman's Chat	
Grants	
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

- September issue:
- Deadline for contributions (individual articles): 25 July
- Deadline for complete artwork (ie the four PC pages): 10 August
- Publication date: last weekend in August

Chairman's Chat

Halloween? Bonfire Night?

Crime Prevention – dark nights, sheds and vans

Promote an On-Line Service – DDC reporting

Speed Data

New Councillors

Grants

Tree Inspections

Q4 Winter

- December issue
- Deadline for contributions (individual articles) : 25 October
- Deadline for complete artwork (ie the four PC pages): 10 November
- Publication date: last weekend in November

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

May 1, 2020 - May 31, 2020

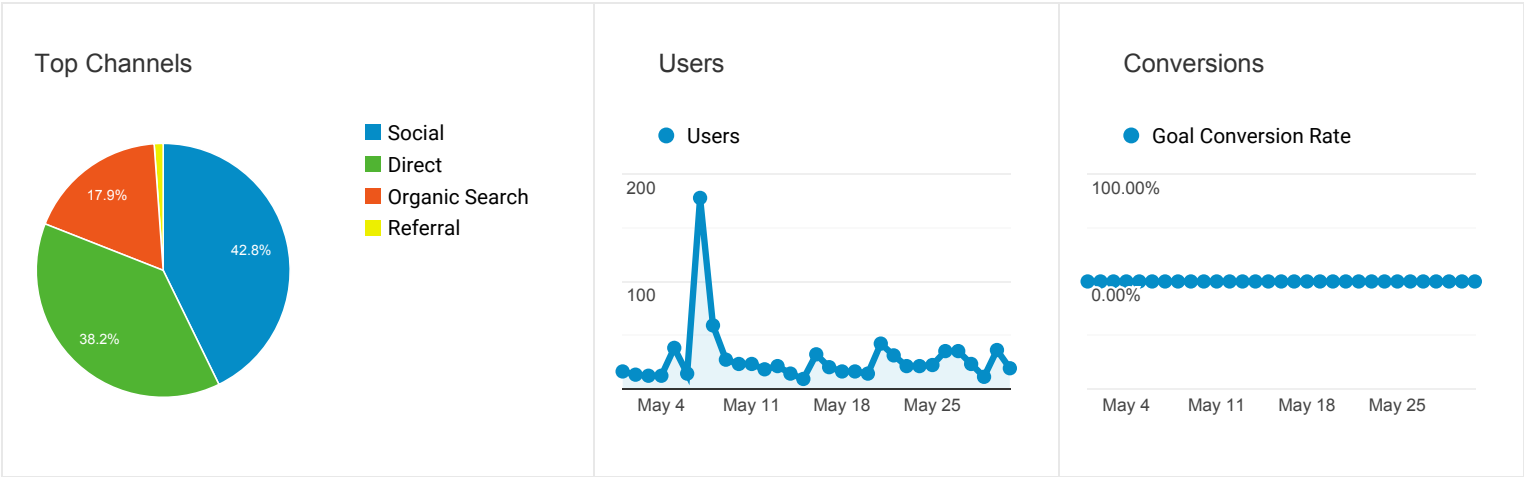
Primary Dimension:

Top Channels

Conversion:

All Goals

[Edit Channel Grouping](#)



Acquisition				Behavior		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
	781	719	900	57.56%	1.63	00:00:59
1 Social	337			73.01%		
2 Direct	301			47.34%		
3 Organic Search	141			43.33%		
4 Referral	9			41.67%		

Conversions

Set up a goal.

To see outcome metrics, define one or more goals.

GET STARTED

To see all 4 Channels click [here](#).

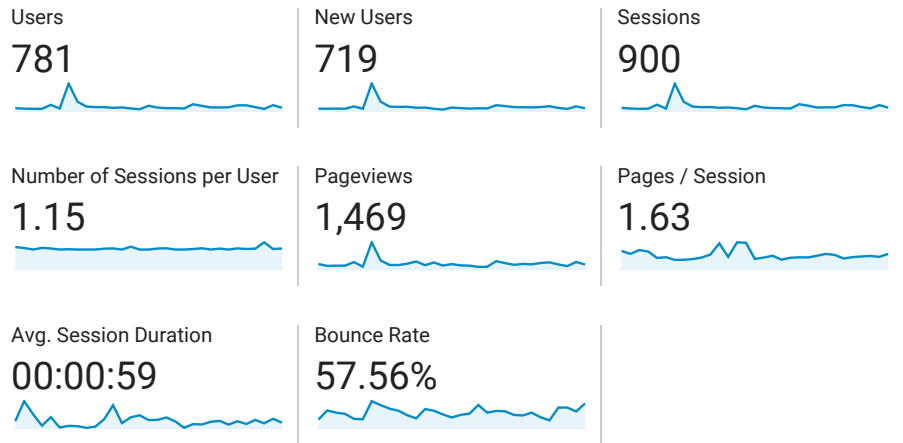
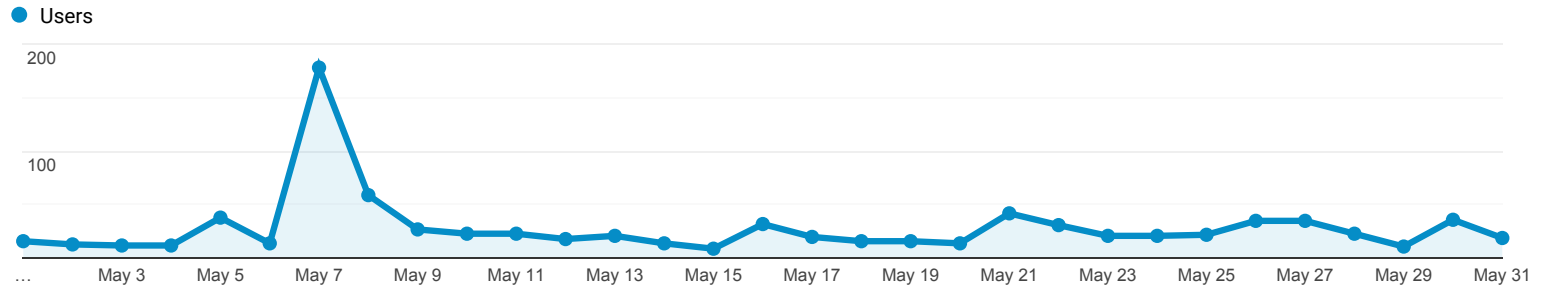


Audience Overview

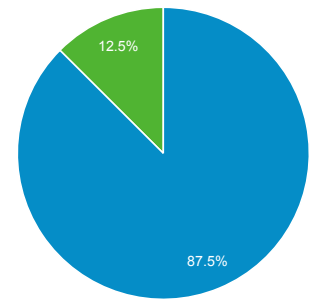
All Users
100.00% Users

May 1, 2020 - May 31, 2020

Overview



■ New Visitor ■ Returning Visitor



Language	Users	% Users
1. en-gb	480	61.38%
2. en-us	291	37.21%
3. en	6	0.77%
4. ja-jp	1	0.13%
5. pl-gb	1	0.13%
6. pl-pl	1	0.13%
7. sv-se	1	0.13%
8. uk-ua	1	0.13%

Network Referrals

May 1, 2020 - May 31, 2020

[ALL](#) » SOCIAL NETWORK: Twitter

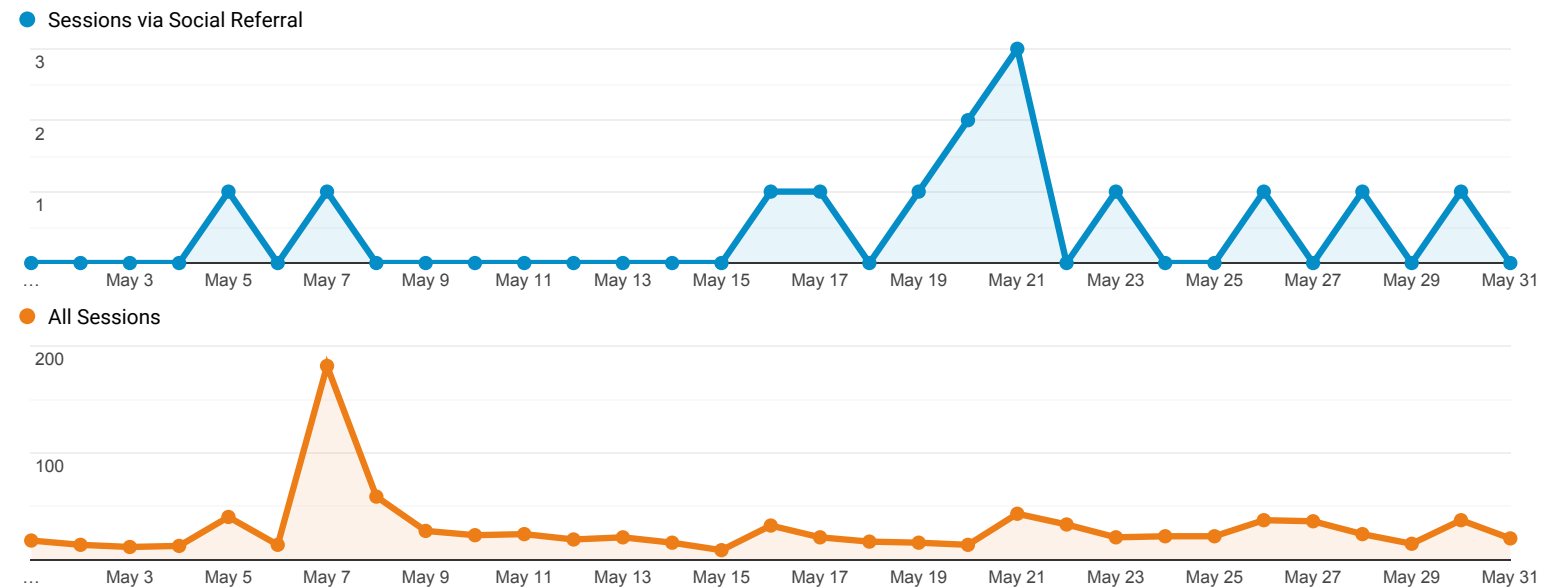
Discover where your social traffic originates

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
1.56% Sessions

Social Referral



Shared URL	Sessions	Pageviews	Avg. Session Duration	Pages / Session
1. www.brixworthparishcouncil.gov.uk/	11 (78.57%)	14 (77.78%)	00:00:23	1.27
2. www.brixworthparishcouncil.gov.uk/meeting-documents-2020/	3 (21.43%)	4 (22.22%)	00:06:18	1.33

Rows 1 - 2 of 2