



Brixworth Parish Council

Media and Communications Committee

Councillors are hereby summoned to attend the Media & Communications Committee meeting to be held on Wednesday 8th July 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](#)
(No installation required – Just use the Browser option to join on the web)

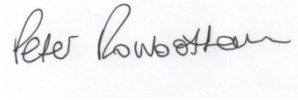
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1. Apologies for Absence
 2. Declarations of interest on the agenda Items
 3. Approve and sign the minutes from the last meeting held on 10th June 2020
 4. Brixworth Bulletin – agree the submitted articles

Page One	Chairman's Chat	Councillor James	Inc s106 news and reference to Red Lion App
Page One	Community Grants availability	Councillor Moxon	
Page Two	Covid 19	Councillor Bird	Virtual Meetings Good Neighbourhood Scheme
Page Three	Seasonal Service Issues	Councillor Elaine Coe	Community Safety Messages
Page Four	Parish Council News/ Committee Review	Councillor Moxon	

5. The Posting Plan – Review
6. Community Safety – 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 12th August 2020

Members of the Media & Communications Committee

*Councillor Elaine Coe (Vice Chairman), Councillor Jackie Bird (Vice Chairman),
Councillor Sandra Moxon and Councillor Lina Howarth*



Peter Rowbotham
Parish Clerk
Brixworth Parish Council

2nd July 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*



A

Brixworth Parish Council

Minutes of the meeting of the Media & Communications Committee

Wednesday 10th June 2020

Video Conferencing

In Attendance:

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

Apologies:

Absent -

Also, Present: Peter Rowbotham (Parish Clerk)

**Members of
the Public:** 0

20/ 375 MC Welcome

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

20/ 376 MC Apologies for Absence

None received.

20/ 377 MC Declarations of Interest

None declared.

20/ 378 MC Minutes of the last meeting (21st May 2020)

The minutes of the last meeting held on 21st May 2020 were agreed as a true and accurate record. This was proposed by Councillor Elaine Coe and seconded by Councillor Moxon. Unanimous.

20/ 379 MC Brixworth Bulletin/ Posting Plan

Timescales for the next edition were discussed. The deadline for articles to Councillor Bird was set for 1st July 2020. The draft version of the pages would be presented to the Media & Communications meeting of 8th July. The final version would be considered on an informal basis on Wednesday 15th July 2020.

The next edition would include –

Page Number	Article	Author	Notes
One	Chairman's Chat	Councillor James	Inc s106 news and reference to Red Lion App
One	Community Grants availability	Councillor Moxon	
Two	Covid 19	Councillor Bird	Virtual Meetings Good Neighbourhood Scheme
Three	Seasonal Service Issues	Councillor Elaine Coe	Community Safety Messages
Four	Parish Council News/ Committee Review	Councillor Moxon	

Photographs would be required for all articles. The Clerk has a library of photographs and licence free photographs were available from Bing Images.

20/ 380 Matters Referred from Parish Council

No further items had been identified.

20/ 381 Performance Data

The latest Google Analytics data had been circulated for Councillors information. Parish Councillors are encouraged to 'like' the Social Media posts to widen the potential audience.

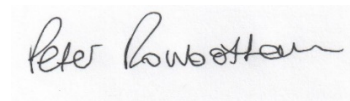
19/ 382 MC Any Other Business

None

19/ 383 MC Date of Next Meeting

Wednesday 8th July 2020 at 645pm

The Meeting finished at 7.15pm



**Councillor Elaine Coe (Chair)
Chairman of the Media & Communications Committee
Brixworth Parish Council
8th July 2020**

**Peter Rowbotham
Parish Clerk
Brixworth Parish Council
10th June 2020
Telephone: 079 8314 1786
Email: parish.clerk@brixworthparishcouncil.gov.uk**



Brixworth Parish Council

Posting Plan

Notes

- **Blue Branding**
- **Dark blue Headlines – Black Text**
- **Text Boxes in sky blue**
- **Text to be justified**
- **One of the most accessible and most widely available fonts is Arial**
- **Each Bulletin to have 3 or 4 articles selected for each issue**
- **Ideally 175 words each plus picture**

Q1 Spring

- **March issue**
- **Deadline for draft version to Brixworth Media & Communications Committee:**
- **Deadline for final version:**
- **Deadline for complete artwork (i.e. 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

- **June issue**
- **Deadline for draft version to Brixworth Media & Communications Committee:**
- **Deadline for final version:**
- **Deadline for complete artwork (i.e. 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 draft version to Brixworth Media & Communications Committee: 1st July 2020
- Deadline for final version :15th July 2020
- Deadline for complete artwork (i.e. the four PC pages): 10 August
- Publication date: last weekend in August

Chairman's Chat
Grants Process
Covid 19 issues
Halloween? Bonfire Night? Too early!
Crime Prevention – dark nights, sheds, and vans
Promote an On-Line Service – DDC reporting
Speed Data
New Councillors
Committee Review
Tree Inspections

Q4 Winter

- December issue
- Deadline for draft version to Brixworth Media & Communications Committee:
- Deadline for final version:
- Deadline for complete artwork (i.e. 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

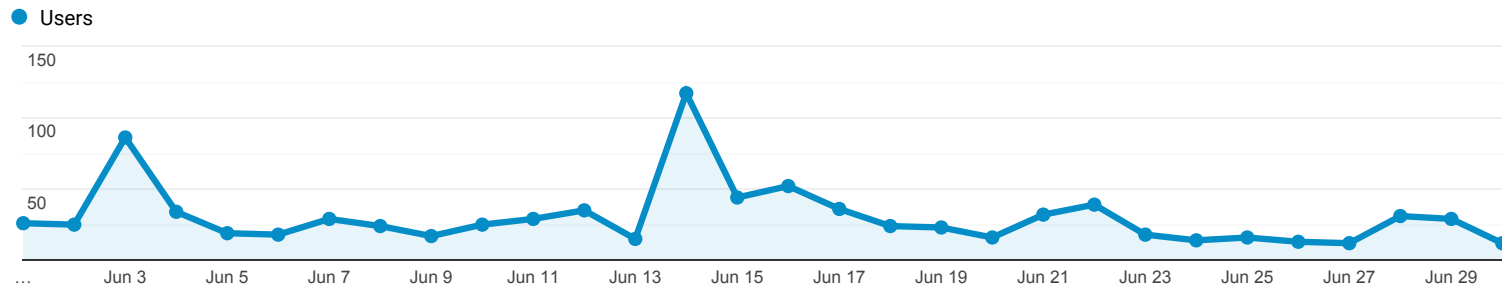


Audience Overview

All Users
100.00% Users

Jun 1, 2020 - Jun 30, 2020

Overview



Users

734



New Users

614



Sessions

979



Number of Sessions per User

1.33



Pageviews

1,823



Pages / Session

1.86



Avg. Session Duration

00:01:45

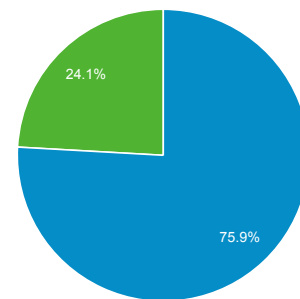


Bounce Rate

47.70%



■ New Visitor ■ Returning Visitor



Language	Users	% Users
1. en-gb	528	71.84%
2. en-us	190	25.85%
3. en	6	0.82%
4. zh-cn	5	0.68%
5. ko	3	0.41%
6. c	1	0.14%
7. nl-nl	1	0.14%
8. ru	1	0.14%

Network Referrals Jun 1, 2020 - Jun 30, 2020

ALL » SOCIAL NETWORK: Facebook

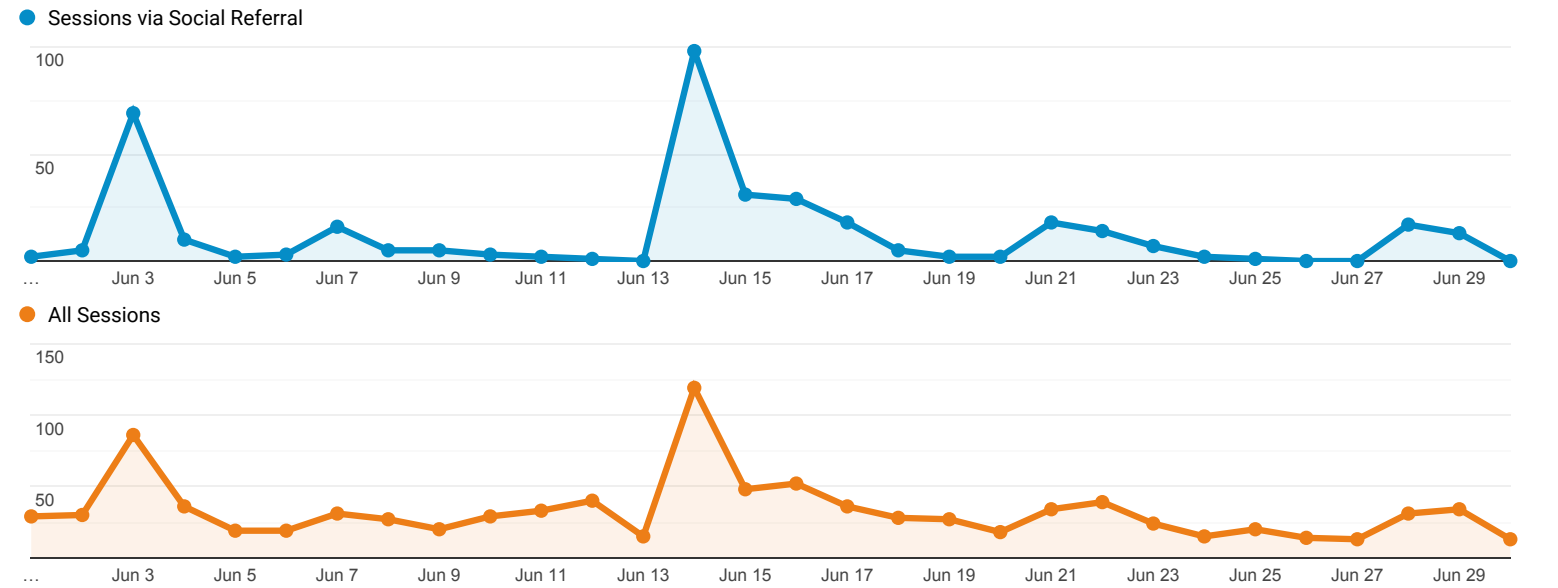
Discover where your social traffic originates

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 38.82% Sessions

Social Referral



Shared URL	Sessions	Pageviews	Avg. Session Duration	Pages / Session
1. www.brixworthparishcouncil.gov.uk/meeting-documents-2020/	227 (59.89%)	266 (59.24%)	00:01:00	1.17
2. www.brixworthparishcouncil.gov.uk/	94 (24.80%)	109 (24.28%)	00:00:09	1.16
3. www.brixworthparishcouncil.gov.uk/?fbclid=IwAR0qHHYyr4pFRH-2vSpaRW4mQ9KNq8Q3d6gK_vL3VoAoRql6qe_19l4JJ_0	5 (1.32%)	7 (1.56%)	00:00:28	1.40
4. www.brixworthparishcouncil.gov.uk/meeting-documents-2020/?fbclid=IwAR2mp00LsU6d-vYok3Wk3gF0TYqAdobrs1_E0wQH9vSLZI47l0le56ZhCM0	2 (0.53%)	2 (0.45%)	00:00:13	1.00
5. www.brixworthparishcouncil.gov.uk/meeting-documents-2020/?fbclid=IwAR3kBVFiMx68F0d-G7tMRnXAC9ubF4r-8SdrGe6PIQlkoZNwmZOIRxtWfQ	2 (0.53%)	3 (0.67%)	00:03:07	1.50
6. www.brixworthparishcouncil.gov.uk/?fbclid=IwAR051F8nQNdbvH8m8Ju9q_a0WHpYZL30ffNHe2Qy291yHFqEiuakQsrFuLo	1 (0.26%)	4 (0.89%)	00:00:42	4.00
7. www.brixworthparishcouncil.gov.uk/?fbclid=IwAR0cb65gnImBpcGhF1fxDOxEtCQRMnEH1dqSqltevThd5JrD2lfcraDaJDAU	1 (0.26%)	1 (0.22%)	00:00:00	1.00
8. www.brixworthparishcouncil.gov.uk/?fbclid=IwAR0MM6BLfxJatLyvKEwXT6dTTEiUBMIW7ovSAISjepiQWn_EeltM0m1gH8	1 (0.26%)	1 (0.22%)	00:00:00	1.00
9. www.brixworthparishcouncil.gov.uk/?fbclid=IwAR1ep4zuQq0rt5V1QtQtK5D_-SIDwvcWXYFCoOw_Ntk04rBcu7ZSEQRZGkE	1 (0.26%)	1 (0.22%)	00:00:00	1.00
10. www.brixworthparishcouncil.gov.uk/?fbclid=IwAR1KWJ-UcBwEpcvgSRskPH7FmM7-vq2fChEwa3a2BofplnzMU_3fnMTdAto	1 (0.26%)	1 (0.22%)	00:00:00	1.00

Network Referrals

Jun 1, 2020 - Jun 30, 2020

ALL » SOCIAL NETWORK: Twitter

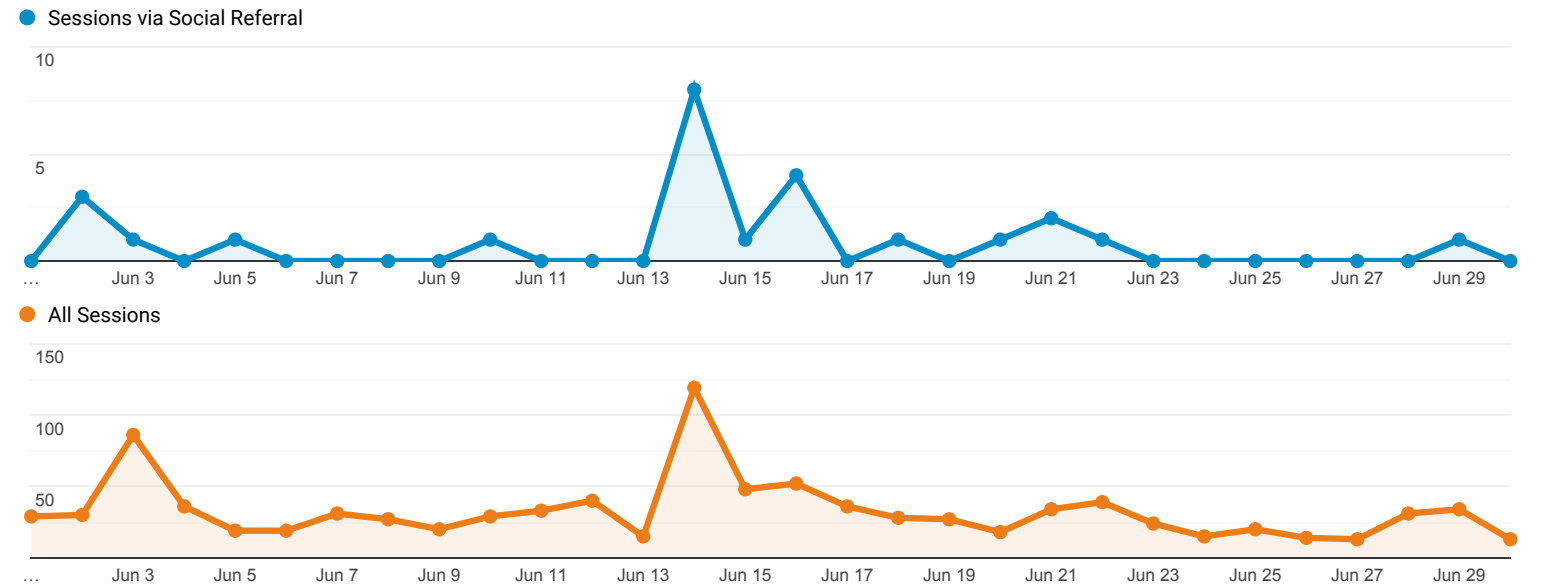
Discover where your social traffic originates

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 2.55% Sessions

Social Referral



Shared URL	Sessions	Pageviews	Avg. Session Duration	Pages / Session
1. www.brixworthparishcouncil.gov.uk/meeting-documents-2020/	18 (72.00%)	21 (75.00%)	00:01:00	1.17
2. www.brixworthparishcouncil.gov.uk/	7 (28.00%)	7 (25.00%)	00:00:00	1.00

Rows 1 - 2 of 2