



## **Brixworth Parish Council**

### **Media and Communications Committee**

**Councillors are hereby summoned to attend the Media & Communications Committee meeting to be held on Wednesday 14<sup>th</sup> October 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.***

[Join us direct by using this link to Microsoft Teams](#)

(No installation required – Just use the Browser option to join on the web)

- 
1. Apologies for Absence
  2. Declarations of interest on the agenda Items
  3. Approve and sign the minutes from the last meeting held on 9<sup>th</sup> September 2020 – attached
  4. Brixworth Bulletin / Posting Plan
  5. Community Safety – Messages to the community
  6. Items referred from the Parish Council –
    - Flood Wardens Recruitment
  7. Performance Data (attached)
  8. Any other business (Items to be notified to the Chairman before the meeting)
  9. Date of Next Meeting – Wednesday 11<sup>th</sup> November 2020

**Peter Rowbotham  
Parish Clerk  
Brixworth Parish Council**

**8<sup>th</sup> October 2020**

10 Shelland Close  
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Leicestershire  
LE16 7XU

Telephone 079 8314 1786

E Mail: [parish.clerk@brixworthparishcouncil.gov.uk](mailto:parish.clerk@brixworthparishcouncil.gov.uk)

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#### ***Members of the Media & Communications Committee***

*Councillor Elaine Coe (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 9<sup>th</sup> September 2020**

#### **Video Conferencing**

##### **In Attendance:**

**Councillors:** Councillor Elaine Coe, Councillor Jackie Bird and Councillor Lina Howarth

**Apologies:** Councillor Sandra Moxon

**Absent -** None

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

**Members of  
the Public:** 0

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##### **20/393MC Welcome**

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

##### **20/394MC Apologies for Absence**

Apologies for absence received from Councillor Sandra Moxon.

##### **20/395MC Declarations of Interest**

None declared.

##### **20/396MC Minutes of the last meeting (8<sup>th</sup> July 2020)**

The minutes of the last meeting held on 8<sup>th</sup> July 2020 were agreed as a true and accurate record. This was proposed by Councillor Bird and seconded by Councillor Howarth Unanimous.

##### **20/397MC Brixworth Bulletin**

Councillor Howarth agreed to act as Editor for the next edition of the Brixworth Bulletin. This would be published late November but would be the Christmas issue.

The Chairman's Chat would be covering the move of local services to the new West Northants Council. It would also include the traditional Christmas Greeting from the Parish Council and would not repeat content covered elsewhere in the newsletter. The first deadline for the artwork was 14<sup>th</sup> October. After this date only observations on minor points should be made.

Key Dates	
Artwork to Media & Communications Committee	14 <sup>th</sup> October 2020
Deadline for final version	4 <sup>th</sup> November 2020
Deadline for complete artwork (PC Pages)	10 <sup>th</sup> November 2020
Published and distributed	Last week in November 2020

Content			
Page Number	Article	Author	Notes
One	Chairman's Chat	Councillor James	Local Government Reorganisation Christmas Greetings
	Community Grants availability Promotion of scheme	Councillor Bird	Brixworth Centre Windows? Responders Equipment
Two	The Red Lion story	Councillor Moxon?	What the Parish Council have done/ tried to achieve. Consultation feedback/ what next.
Three	Environmental Improvements  ASB – being considerate (101 service)	Councillor Elaine Coe	Wildflowers on Northampton Road Railway benches Holcot Road
Four	Parish Councillors Contact Details/ Dates of meetings New Assistant Clerk (if available)		Two Councillor vacancies Information available from the web site

### **20/398MC Web Site Accessibility**

It was agreed to recommend to the Parish Council the Web Site Accessibility Statement. The website needed to be accessible and fully compliant, in accordance with the Public Sector Bodies (Websites and Mobile Applications) (No.2) Accessibility Regulations 2018. This was proposed by Councillor Elaine Coe and seconded by Councillor Bird. Unanimous.

### **20/399 Budget Consultation**

The budget consultation will be carried out again this year using Survey Monkey. The question will include a list of the Parish Council priorities.

### **20/400 Performance Data**

The latest Google Analytics data had been circulated for Councillors information. This was noted by the Committee.

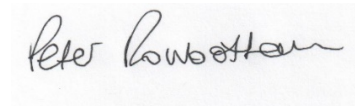
### **20/401 MC Any Other Business**

None

### **20/402 MC Date of Next Meeting**

Wednesday 14<sup>th</sup> October 2020 at 645pm

***The Meeting finished at 7.41pm***



**Councillor Elaine Coe (Chair)**  
**Chairman of the Media & Communications Committee**  
**Brixworth Parish Council**  
14<sup>th</sup> October 2020

**Peter Rowbotham**  
**Parish Clerk**  
**Brixworth Parish Council**  
15<sup>th</sup> September 2020  
Telephone: 079 8314 1786  
Email: [parish.clerk@brixworthparishcouncil.gov.uk](mailto:parish.clerk@brixworthparishcouncil.gov.uk)

DRAFT



## **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	

<b>Q3 Autumn</b>	
<ul style="list-style-type: none"> <li>September issue:</li> <li>Deadline for draft version to Brixworth Media &amp; Communications Committee: 1<sup>st</sup> July 2020</li> <li>Deadline for final version :15<sup>th</sup> July 2020</li> <li>Deadline for complete artwork (i.e. the four PC pages): 10 August</li> <li>Publication date: last weekend in August</li> </ul>	
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	

<b>Q4 Winter</b>	
<ul style="list-style-type: none"> <li>December issue</li> <li>Deadline for draft version to Brixworth Media &amp; Communications Committee:12<sup>th</sup> October 2020</li> <li>Deadline for final version: 4<sup>th</sup> November 2020</li> <li>Deadline for complete artwork (i.e. the four PC pages): 10 November</li> <li>Publication date: last weekend in November</li> </ul>	
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

Sep 1, 2020 - Sep 30, 2020

Primary Dimension:

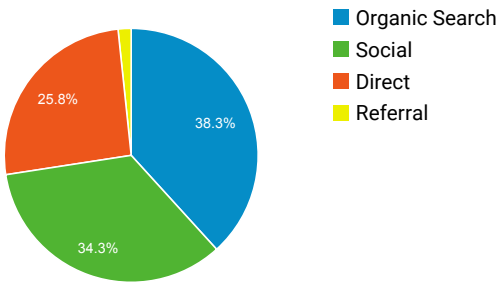
Conversion:

Top Channels

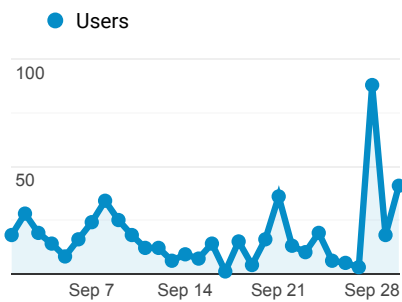
All Goals

[Edit Channel Grouping](#)

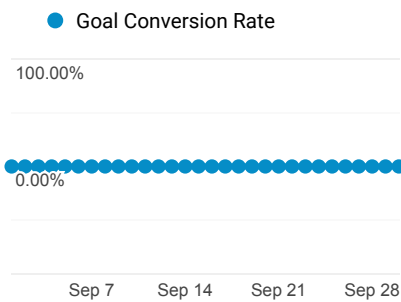
### Top Channels



### Users



### Conversions



		Acquisition			Behavior		
		Users ↓	New Users ↓	Sessions ↓	Bounce Rate ↓	Pages / Session ↓	Avg. Session Duration ↓
		477	408	567	54.14%	1.50	00:00:59
1	Organic Search	184	<div></div>		57.92%	<div></div>	
2	Social	165	<div></div>		33.16%	<div></div>	
3	Direct	124	<div></div>		76.06%	<div></div>	
4	Referral	8	<div></div>		75.00%	<div></div>	

### Conversions



#### Set up a goal.

To see outcome metrics, define one or more goals.

[GET STARTED](#)

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

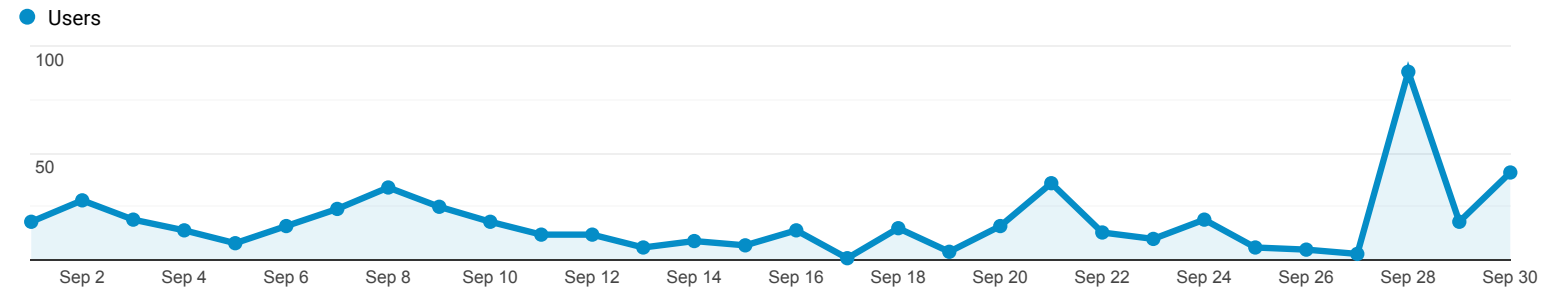


## Audience Overview

All Users  
100.00% Users

Sep 1, 2020 - Sep 30, 2020

### Overview



Users

477



New Users

408



Sessions

567



Number of Sessions per User

1.19



Pageviews

849



Pages / Session

1.50



Avg. Session Duration

00:00:59

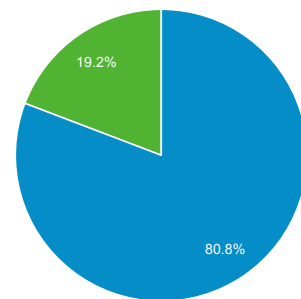


Bounce Rate

54.14%



■ New Visitor ■ Returning Visitor



Language	Users	% Users
1. en-gb	308	64.57%
2. en-us	123	25.79%
3. zh-cn	37	7.76%
4. en	6	1.26%
5. ja	1	0.21%
6. ru	1	0.21%
7. tr	1	0.21%



Network Referrals

Sep 1, 2020 - Sep 30, 2020

ALL » SOCIAL NETWORK: Facebook

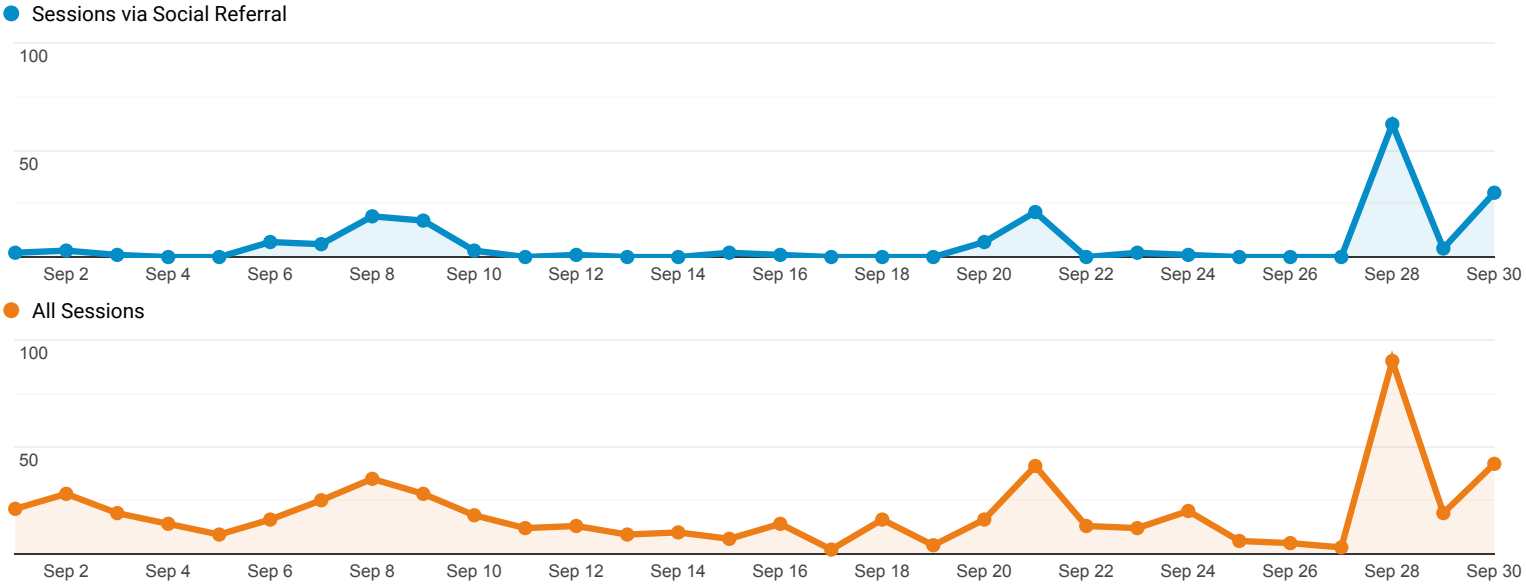
Discover where your social traffic originates

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 33.33% Sessions

Social Referral



Shared URL	Sessions	Pageviews	Avg. Session Duration	Pages / Session
1. <a href="http://www.brixworthparishcouncil.gov.uk/meeting-documents-2020/">www.brixworthparishcouncil.gov.uk/meeting-documents-2020/</a>	47 (25.13%)	54 (24.00%)	00:00:44	1.15
2. <a href="http://www.brixworthparishcouncil.gov.uk/ac/">www.brixworthparishcouncil.gov.uk/ac/</a>	23 (12.30%)	26 (11.56%)	00:00:51	1.13
3. <a href="http://www.brixworthparishcouncil.gov.uk/meeting-documents-2020/?fbclid=IwAR2E-SLxGyhkf2aYnrgLhXlrYul9ajfG03uN3ITcyXlJvM2msMVm5fd-ITQ">www.brixworthparishcouncil.gov.uk/meeting-documents-2020/?fbclid=IwAR2E-SLxGyhkf2aYnrgLhXlrYul9ajfG03uN3ITcyXlJvM2msMVm5fd-ITQ</a>	2 (1.07%)	3 (1.33%)	00:06:12	1.50
4. <a href="http://www.brixworthparishcouncil.gov.uk/meeting-documents-2020/?fbclid=IwAR3iPmGwTmbIOSJoYYxRoRdkwJbPYXDy5sWJamEQLuBD2nFQ1Mt3BI6QZAA">www.brixworthparishcouncil.gov.uk/meeting-documents-2020/?fbclid=IwAR3iPmGwTmbIOSJoYYxRoRdkwJbPYXDy5sWJamEQLuBD2nFQ1Mt3BI6QZAA</a>	2 (1.07%)	2 (0.89%)	00:00:09	1.00
5. <a href="http://www.brixworthparishcouncil.gov.uk/">www.brixworthparishcouncil.gov.uk/</a>	1 (0.53%)	1 (0.44%)	00:00:00	1.00
6. <a href="http://www.brixworthparishcouncil.gov.uk/?fbclid=IwAR2fCnIEPO15AM2vJM3o3pnMWt_OeeZ2rtjOqeCc2uCkMCEouKnbsJATts">www.brixworthparishcouncil.gov.uk/?fbclid=IwAR2fCnIEPO15AM2vJM3o3pnMWt_OeeZ2rtjOqeCc2uCkMCEouKnbsJATts</a>	1 (0.53%)	1 (0.44%)	00:00:00	1.00
7. <a href="http://www.brixworthparishcouncil.gov.uk/?fbclid=IwAR2FVgsB72Z3LVWHELLyL8uzATsyxeMxGI-XE_qqEdMyqG9Uw5pWtRvG_lg">www.brixworthparishcouncil.gov.uk/?fbclid=IwAR2FVgsB72Z3LVWHELLyL8uzATsyxeMxGI-XE_qqEdMyqG9Uw5pWtRvG_lg</a>	1 (0.53%)	3 (1.33%)	00:04:03	3.00
8. <a href="http://www.brixworthparishcouncil.gov.uk/?fbclid=IwAR2L1RjRUN-OGVgEW5c5oXrMViKMNXJJ1nuvVPMqSZhlzPb7XcsThBh54g">www.brixworthparishcouncil.gov.uk/?fbclid=IwAR2L1RjRUN-OGVgEW5c5oXrMViKMNXJJ1nuvVPMqSZhlzPb7XcsThBh54g</a>	1 (0.53%)	1 (0.44%)	00:00:00	1.00
9. <a href="http://www.brixworthparishcouncil.gov.uk/?fbclid=IwAR2RWfosFclXspwiuGzShPyb-plxPJBVoOy8kXTINnDvxSi3AisEvYwZHXM">www.brixworthparishcouncil.gov.uk/?fbclid=IwAR2RWfosFclXspwiuGzShPyb-plxPJBVoOy8kXTINnDvxSi3AisEvYwZHXM</a>	1 (0.53%)	1 (0.44%)	00:00:00	1.00
10. <a href="http://www.brixworthparishcouncil.gov.uk/?fbclid=IwAR3kJ-zr-qLov4qJPstljwocq4dYCWkDbuPefSDXWFW1jV2V_7j1fJxIFU">www.brixworthparishcouncil.gov.uk/?fbclid=IwAR3kJ-zr-qLov4qJPstljwocq4dYCWkDbuPefSDXWFW1jV2V_7j1fJxIFU</a>	1 (0.53%)	1 (0.44%)	00:00:00	1.00



Network Referrals

Sep 1, 2020 - Sep 30, 2020

ALL » SOCIAL NETWORK: Twitter

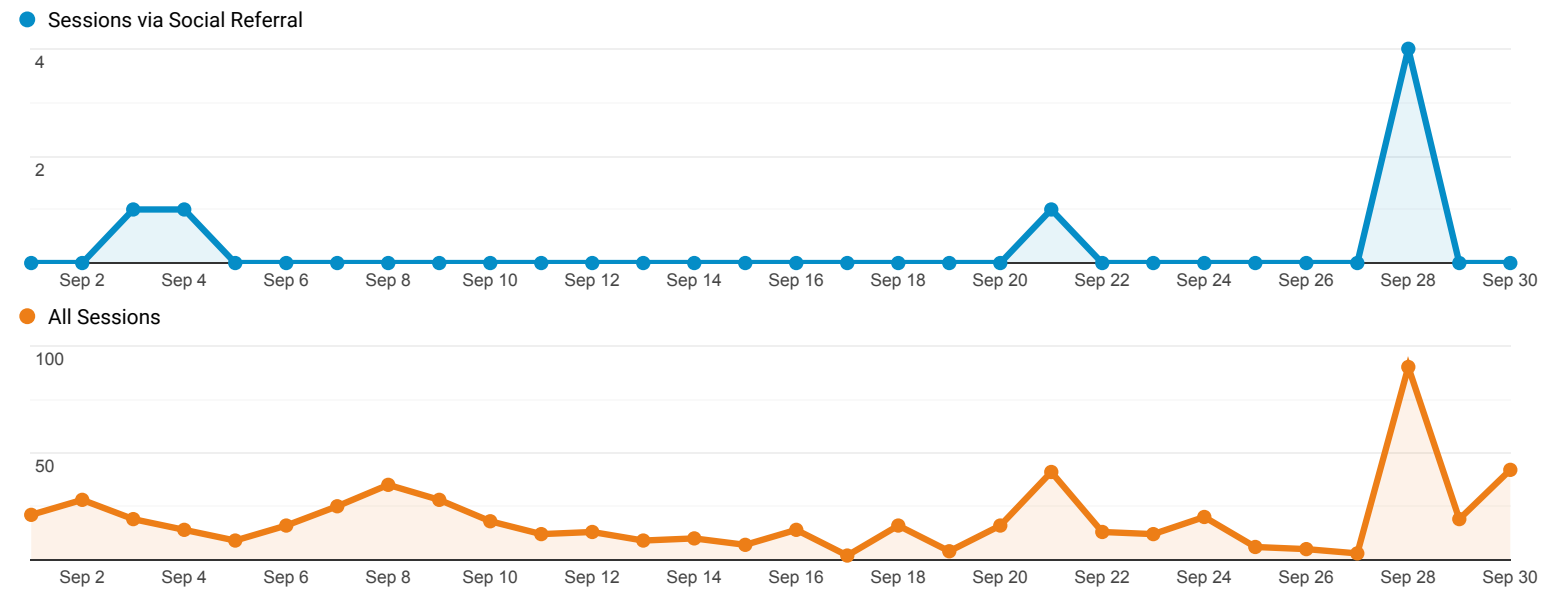
Discover where your social traffic originates

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  
1.23% Sessions

Social Referral



Shared URL	Sessions	Pageviews	Avg. Session Duration	Pages / Session
1. <a href="http://www.brixworthparishcouncil.gov.uk/ac/">www.brixworthparishcouncil.gov.uk/ac/</a>	4 (57.14%)	4 (57.14%)	00:00:27	1.00
2. <a href="http://www.brixworthparishcouncil.gov.uk/">www.brixworthparishcouncil.gov.uk/</a>	2 (28.57%)	2 (28.57%)	00:00:08	1.00
3. <a href="http://www.brixworthparishcouncil.gov.uk/meeting-documents-2020/">www.brixworthparishcouncil.gov.uk/meeting-documents-2020/</a>	1 (14.29%)	1 (14.29%)	00:00:05	1.00

Rows 1 - 3 of 3