



Brixworth Parish Council

Media and Communications Committee

Councillors are hereby summoned to attend the 11th November 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 14th October 2020 – attached
 4. Brixworth Bulletin / Posting Plan
 5. Community Safety – Messages to the community
 6. Items referred from the Parish Council
 7. Brixworth 2021 Calendar –
https://drive.google.com/drive/folders/1ysjAoSqzWreB_03k1AJSNBZXnzAV07mH?usp=sharing
 8. Performance Data (attached)
 9. Any other business (Items to be notified to the Chairman before the meeting)
 10. Date of Next Meeting – Wednesday 9th December 2020

**Peter Rowbotham
Parish Clerk
Brixworth Parish Council**

4th November 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 (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 14th October 2020

Video Conferencing

In Attendance:

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

Apologies:

Absent - None

Also Present: Peter Rowbotham (Parish Clerk)

**Members of
the Public:** 0

20/403MC Welcome

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

20/404MC Apologies for Absence

No apologies for absence had been received.

20/405MC Declarations of Interest

None declared.

20/406MC Minutes of the last meeting (9th September 2020)

The minutes of the last meeting held on 9th September 2020 were agreed as a true and accurate record. This was proposed by Councillor Howarth and seconded by Councillor Bird. Unanimous.

20/407MC Brixworth Bulletin

The Chairman's Chat article was being prepared. The submitted articles and artwork were tweaked by the Committee. The article on the new Assistant Clerk would be written based upon the recruitment timescales. The dates for the next quarterly meeting cycle would be checked.

The Committee agreed that subject to an informal meeting on 21st October, the content of the Brixworth Bulletin be approved. The cost of publishing the content was £350 and there was budget provision for this. The Parish Council had the power to produce Newsletters in accordance with the Local Government Act 1972 s142.

20/408MC Community Safety

The Parish Council would share any social media posts from the Police on Halloween.

20/409MC Flood Warden Scheme

This matter was referred to the Committee from the Parish Council. This was community volunteer roles to act in the event of flooding within the Village. Training and equipment was provided. The Committee asked that this be promoted via social media.

20/410 Performance Data

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

20/411 MC Any Other Business

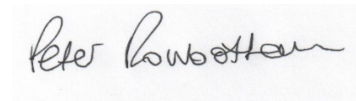
None

20/412 MC Date of Next Meeting

11th November 2020 at 645pm

The Meeting finished at 7.33pm

Councillor Elaine Coe (Chair)
Chairman of the Media & Communications Committee
Brixworth Parish Council
4th November 2020



Peter Rowbotham
Parish Clerk
Brixworth Parish Council
1st November 2020
Telephone: 079 8314 1786
Email: parish.clerk@brixworthparishcouncil.gov.uk

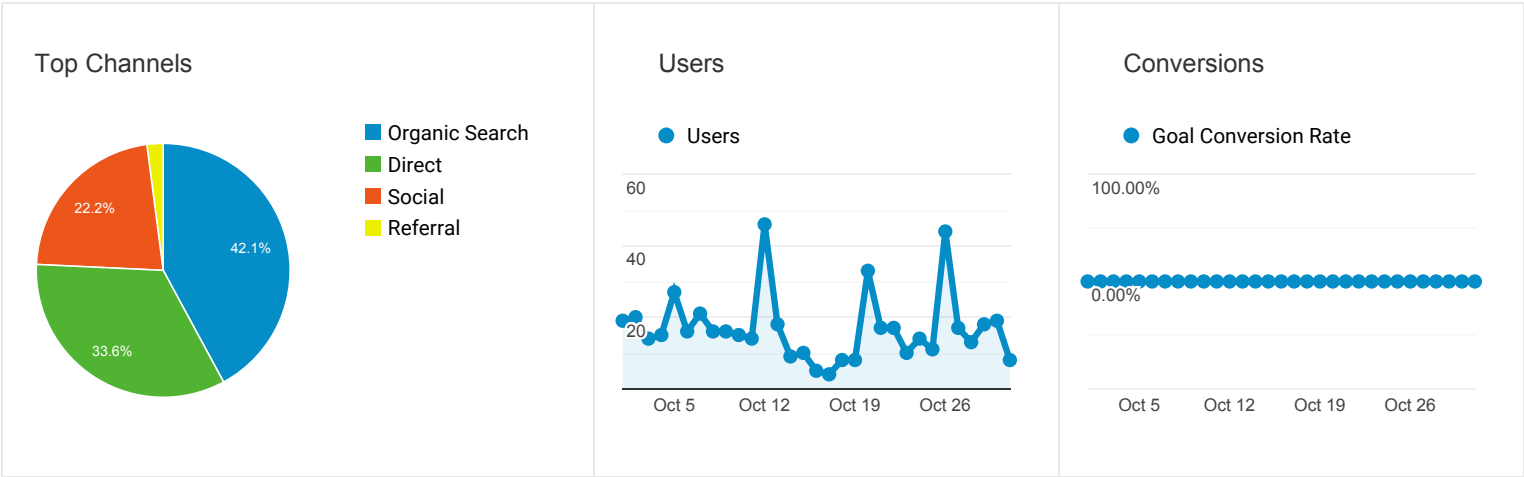


Acquisition Overview

All Users
100.00% Users

Oct 1, 2020 - Oct 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 ↓
	432	375	593	49.92%	1.83	00:01:51
1 Organic Search	184	<div></div>		40.43%	<div></div>	
2 Direct	147	<div></div>		78.49%	<div></div>	
3 Social	97	<div></div>		33.07%	<div></div>	
4 Referral	9	<div></div>		41.67%	<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](#).

Network Referrals

Oct 1, 2020 - Oct 31, 2020

ALL » SOCIAL NETWORK: Facebook

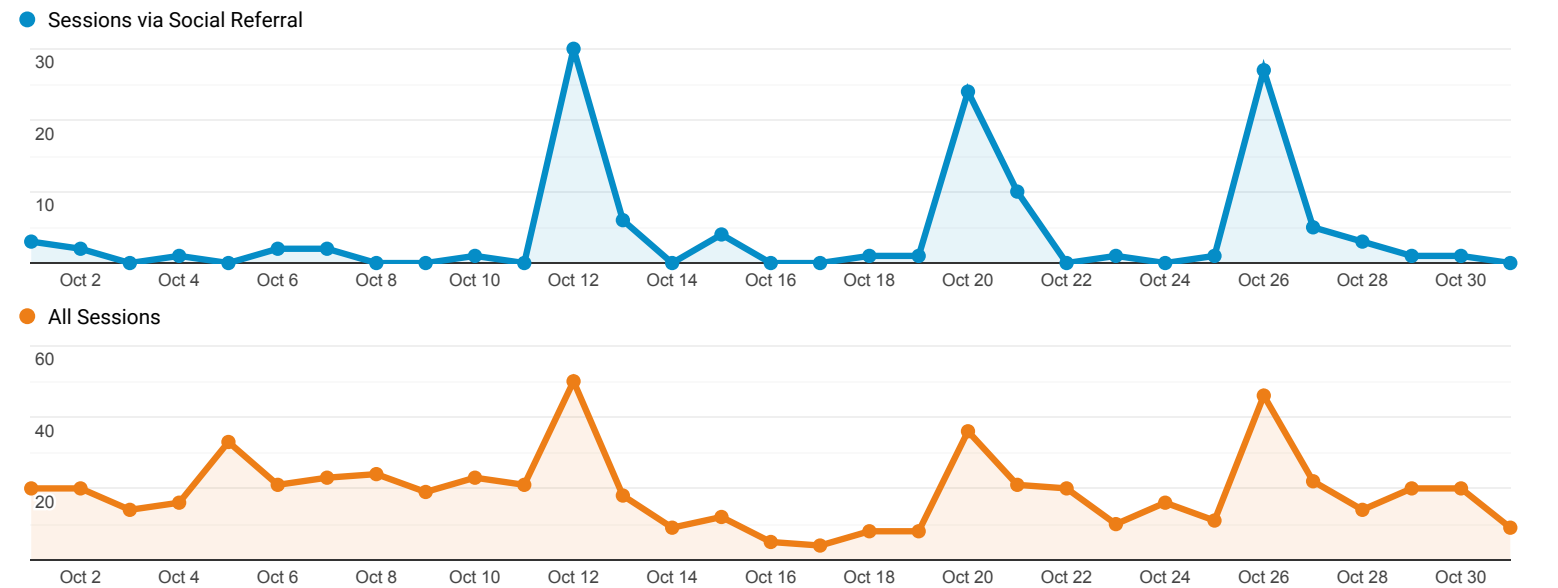
Discover where your social traffic originates

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
21.25% Sessions

Social Referral



Shared URL	Sessions	Pageviews	Avg. Session Duration	Pages / Session
1. www.brixworthparishcouncil.gov.uk/meeting-documents-2020/	19 (15.08%)	25 (13.89%)	00:02:06	1.32
2. www.brixworthparishcouncil.gov.uk/	12 (9.52%)	24 (13.33%)	00:02:18	2.00
3. www.brixworthparishcouncil.gov.uk/ac/	5 (3.97%)	5 (2.78%)	00:00:14	1.00
4. www.brixworthparishcouncil.gov.uk/event/planning-committee-27/	3 (2.38%)	11 (6.11%)	00:00:28	3.67
5. www.brixworthparishcouncil.gov.uk/?fbclid=IwAR0-dLCez-WWifJFHYQFxC3cqkUbK1vTtxtJ55XoTDPIVOa9h2M1rNAY8q4	1 (0.79%)	1 (0.56%)	00:00:00	1.00
6. www.brixworthparishcouncil.gov.uk/?fbclid=IwAR0dr63J_h9tAhZZ4JuM6avb7Le-wqoz6K13C6G4tvQ9BVmXlq4w2-KqTyY	1 (0.79%)	1 (0.56%)	00:00:00	1.00
7. www.brixworthparishcouncil.gov.uk/?fbclid=IwAR0JVEk3T_wDstgILknJI4HZSlakkXw687TQs8W3u48Kqns_TvnwF72r37A	1 (0.79%)	1 (0.56%)	00:00:00	1.00
8. www.brixworthparishcouncil.gov.uk/?fbclid=IwAR0M36qcpOZ5VH3C8wymcajfwvTVkV9TPEgXim5fBXTqD21d62fE4N4P_RE	1 (0.79%)	1 (0.56%)	00:00:00	1.00
9. www.brixworthparishcouncil.gov.uk/?fbclid=IwAR0TbNwJEJ3NwfdvnTZ7DZu8KCr1ZMvfEjhRDJFmc1wo1YmHbqG2xrdErSU	1 (0.79%)	2 (1.11%)	00:00:05	2.00
10. www.brixworthparishcouncil.gov.uk/?fbclid=IwAR0U6wNc49poayuuvcvIOT8TBNWhFRr5xZu1o6zIS4Ji8jctcx4YZcB-9E	1 (0.79%)	1 (0.56%)	00:00:00	1.00

