



## **Brixworth Parish Council**

### **Minutes of the meeting of the Media & Communications Committee**

**Wednesday 12<sup>th</sup> April 2017**

**Councillors:** Councillor Brown (Chairman), Councillor Coles, Councillor Bird, Councillor Moxon and Councillor Barratt

**In Attendance:** Peter Rowbotham – Parish Clerk

**Members of the Public –** None

#### **17/115/MC Welcome**

The Chairman reminded everyone of the location of the emergency exit. He also reminded Councillors that the meeting was being recorded.

#### **17/116/MC Apologies for Absence**

No apologies had been received.

#### **17/117 MC Declarations of Interest**

Councillor Brown declared a non-pecuniary interest in Item 4 (Brixworth Bulletin). He would abstain from any voting on this item.

#### **17/118/MC Minutes of the last meeting (15<sup>h</sup> March 2017)**

The minutes of the last meeting held on 15<sup>th</sup> March 2017 were agreed as a true and accurate record.

#### **17/119/MC Review of the statistics for Facebook and the Web site**

The statistics suggested that information items on events and consultations did not fully engage the audience. There was an increased interest in good news stories with a 'human face' and in this instance it was more likely to liked and shared.

The latest social media statistics report highlighted the following:

- Number of Facebook new posts increases from 8 to 10 for March
- Second month running showed a Facebook reach in excess of 4000
- Facebook showed a drop in engagement from the previous month
- Number of visitors to web site shows slight improvement on previous month
- Average duration of web site visit had increased in a new high of 2:53.
- Over 50% of visitors had clicked onto an additional page
- 39% of the web site visitors were new.

The report was received by the Committee.

### **17/120/MC The Posting Plan**

Submissions for the Posting Plan include:

- Highways – Feedback on response from Highways - SM
- Dog Fouling (If update required) – SM
- Promote the police contact numbers
- Police Surgery
- Council Surgery
- Full Council
- Promote the Annual Parish Meeting

### **17/121/MC Items for the Brixworth Bulletin**

The provisional deadline for articles is 25<sup>th</sup> April but this would be checked as an extension will be possible if submitted in a final format. An extraordinary meeting of the Media & Communications Committee could take place if required.

Planned contributions for the Brixworth Bulletin include:

- Chairs Notes
- Sports & Recreation. The possible creation of a Brixworth Sports Council (Councillor Brown)
- Councillor Anthony Jennings (Councillor Bird) already complete
- The Great British Litter Clean (Councillor Moxon)
- Dog Fouling (Councillor Bird) – Same article as the media release
- Planning (Councillor James)
- Grass Cutting (Parish Clerk)
- Fly tipping. (Parish Clerk)

All articles should ideally be accompanied by a photograph.

To carry forward:

- Hanging baskets - Agreed to hold
- Saturdays Surgery – Hold until the end of the year

All articles to be submitted with a photograph.

The Brixworth Sports Council article would be subject to another separate article within the Bulletin.

It was hoped that the Police may contribute to the Bulletin, but in any event Councillor Coles, in his Chairman's article, would mention the need to report crime through the proper channels and not through social media.

Submissions should be forwarded direct to the Parish Clerk.

### **17/122/MC Web Site Review**

Councillors Bird and Moxon together with the Parish Clerk and Meeting had held a meeting on 22<sup>nd</sup> March 2017. The Web Site had been reviewed and the following improvements had been identified. These would be on the agenda for the next meeting.

- SM/JB – have links to our Twitter and Facebook icons at the top
- Improve the linking between the Facebook, Twitter and the web site

- FAQs on the toolbar
- Roles and Responsibilities – under about the Council
- Add the Brixworth Bulletin to the Community Link
- Add the other sports clubs – cricket – plus other web sites
- Disclaimer re third party web sites
- Electronic Form – community links – organisations
- Swap around the names re the contacts
- Personalise the contact me – offer different channels
- Lock the contact details -
- Add Contact Us (about the Clerk) – Add Our Councillors
- Postal address – Northants not Northampton
- Council - Policies and Procedures
- Add a transparency page – use the suggested Government List as good practise
- Meetings/ Meeting Documents – years reversing (current first)
- Check the easy opening of documents – some open as pdf document and others offer a 'save as'
- Add a printable diary of Council events
- Complaints page
- Don't call a section 'external resources' – call it useful links
- Brixworth New residents page
- Councillor zone for reference documents

#### **7/123/MC Uniforms for Staff**

Guide prices had been obtained for uniforms for staff. Street scene staff would receive a high viz jacket and waist coat. The cleaner would get two tabards. All clothing would have 'Brixworth Parish Council' marked on it.

The total cost would be in the region of £140.

It was agreed that this be referred to the full council meeting.

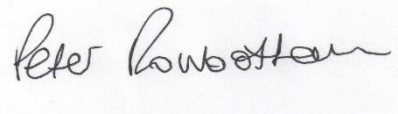
#### **17/124/MC Any Other Business**

There was no other business.

#### **17/125/MC Date of Next Meeting**

The next meeting is scheduled for Wednesday 17<sup>th</sup> May 2017.

***The Meeting finished at 8.21pm***



**Councillor Neal Brown (Chair)  
Chairman of the Media & Communications Committee  
Brixworth Parish Council  
17th May 2017**

**Peter Rowbotham  
Parish Clerk  
Brixworth Parish Council  
9<sup>th</sup> May 2017  
Telephone : 079 8314 1786  
Email : [clerk@brixworthpc.org.uk](mailto:clerk@brixworthpc.org.uk)**

**The Posting Plan**

<b>Week 15 Beginning Monday 10<sup>th</sup> April</b>	<b>Who</b>	<b>Mon</b>	<b>Tues</b>	<b>Weds</b>	<b>Thurs</b>	<b>Friday</b>	<b>Sat</b>	<b>Sun</b>
Highway Matters	SM			<input checked="" type="checkbox"/>				
Conservation Area	PR					<input checked="" type="checkbox"/>		
Annual Parish Meeting	SM/PR	<input checked="" type="checkbox"/>						

<b>Week 16 Beginning Monday 17<sup>th</sup> April</b>	<b>Who</b>	<b>Mon</b>	<b>Tues</b>	<b>Weds</b>	<b>Thurs</b>	<b>Friday</b>	<b>Sat</b>	<b>Sun</b>
<i>Road Closures</i>	PR			<input checked="" type="checkbox"/>				

<b>Week 17 Beginning Monday 24<sup>th</sup> April</b>	<b>Who</b>	<b>Mon</b>	<b>Tues</b>	<b>Weds</b>	<b>Thurs</b>	<b>Friday</b>	<b>Sat</b>	<b>Sun</b>
<i>Police Surgery</i>	PR				<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
Parish Council Meeting	PR	<input checked="" type="checkbox"/>						

<b>Week 18 Beginning Monday 1<sup>st</sup> May</b>	<b>Who</b>	<b>Mon</b>	<b>Tues</b>	<b>Weds</b>	<b>Thurs</b>	<b>Friday</b>	<b>Sat</b>	<b>Sun</b>
<i>Bus Service 60</i>	PR				<input checked="" type="checkbox"/>			
<i>Use your vote</i>	PR		<input checked="" type="checkbox"/>					
Parish Surgery						<input checked="" type="checkbox"/>		

<b>Week 19 Beginning Monday 8<sup>th</sup> May</b>	<b>Who</b>	<b>Mon</b>	<b>Tues</b>	<b>Weds</b>	<b>Thurs</b>	<b>Friday</b>	<b>Sat</b>	<b>Sun</b>
Police Contact Numbers	PR					<input checked="" type="checkbox"/>		

<b>Week 20 Beginning Monday 15<sup>th</sup> May</b>	<b>Who</b>	<b>Mon</b>	<b>Tues</b>	<b>Weds</b>	<b>Thurs</b>	<b>Friday</b>	<b>Sat</b>	<b>Sun</b>
Annual Parish Meeting	PR	<input checked="" type="checkbox"/>						
Dog Fouling	PR				<input checked="" type="checkbox"/>			

*Italics indicate item since added to plan*