

Bradwell Parish Council



19 January 2021

A Meeting of the Public Relations and Publicity Committee at 7.30 p.m.
This meeting was held online via the Zoom Conferencing Platform

PRESENT: Councillors Carrier (Chairman), Hamilton, Hirst, Macdonald, Thurtle, Watson

IN ATTENDANCE: Parish Clerk C Bacon, three members of the public.

2101-PR7) TO RECEIVE APOLOGIES FOR ABSENCE: Cllrs Steggles and Shaw

2101-PR8) TO CONSIDER A MOTION TO SUSPEND THE MEETING TO ALLOW MEMBERS OF THE PUBLIC TO INFORM THE MEETING. Three members of the public attended the meeting with a view to joining the Parish Council in March.

2101-PR9) TO RECEIVE DECLARATIONS OF INTEREST: None

2101-PR10) MINUTES OF LAST MEETING: The minutes were noted

2101-PR11) CLERK'S REPORT

a) Minutes of 20th October 2020 have been adopted by the Parish Council. They are enclosed with this agenda for information only.

b) Minutes of 20th October 2020 item 4) Cllr Macdonald was interviewed by James Morrison about 'left behind Bradwell' before Christmas via Zoom. They discussed how Bradwell has been swamped with new housing, but infrastructure has not kept up.

d) Minutes 20th October 2020 - Item 6). The new website went live in October 2020. Updating the content of the website will be undertaken at a future date. Website usage stats are provided below.

e) Minutes 20th October 2020 - Item 7). The Clerk is using the new logos on internal and external correspondence.

f) Minutes 20th October 2020 - Item 8). The quote of £1,434 for edition #45 of the Bradwellian was accepted under legal power LGA1972, s142. The printers delivered the magazines to the office on Thursday 3rd December. They were separated into rounds and collected by all the volunteer deliverers by Tuesday 8th December, all the while fully complying with social distancing guidance. A PDF version of the Bradwellian is on the website for the first time. Two magazine dispensers have been purchased and are in situ in prominent places in Bradwell's Morrisons and Tesco from 18th December 2020. The cost of the two dispensers was £129 + VAT. The Clerk approved this expense because the printing of this edition was £500 under budget; the print runs usually cost in the region of £1950. The legal power used was LGA 1972, s142. These two dispensers will be used in these supermarket locations for each future publication.

g) Minutes 20th October 2020 - Item 9).

Noticeboard 1) Written permission has been received from Tesco to put an A1 noticeboard on their premises, wall mounted, on the wall facing Beccles Road (next to the recycling centre).

Noticeboard 2) Written permission has been received from Morrison to put an A1 noticeboard on their premises. This would be post mounted next to the footpath going from Morrisons to Mill Lane, because the only viable position for a wall-mounted noticeboard was tucked away behind their garden centre, and would probably not be seen by many people.

Noticeboard 3) Written permission has been received from Great Yarmouth Borough Council for a post mounted noticeboard next to the footpath on Mill Lane Playing Field, leading to Lords Lane.

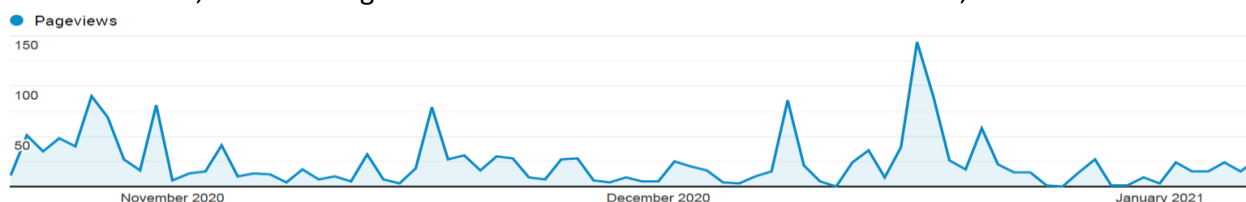
Noticeboard 4) Written permission has been received from Lords Lane Community Centre to install the two wall-mounted A2 noticeboards that were purchased last year.

A good quality A1 landscape wall mounted noticeboard will cost in the region of £255 + VAT (basic model). The same post-mounted noticeboard will cost £440 + VAT. Cheaper models are available, but would be less durable. The legal power is LGA 1972 s142. Installation costs are excluded.

h) Minutes 20th October 2020 - Item 10). An amount of £1,000 has been allocated to Public Events in the 2021-22 Public Relations and Publicity Committee budget. The legal power is LGA 1972 s145.

Website Stats

For information, the following statistics were obtained from the new website, since Nov 2020:



The spikes are when a post on Facebook points people to our website (e.g. consultations)

Top numbers of webpages visited:

Page	Pageviews	Unique Pageviews
	1,866 % of Total: 100.00% (1,866)	1,394 % of Total: 100.00% (1,394)
1. /	480 (25.72%)	309 (22.17%)
2. /parish-council-2/	85 (4.56%)	24 (1.72%)
3. /norfolk-county-council-budget-consultation/	75 (4.02%)	66 (4.73%)
4. /new-life-for-great-yarmouths-winter-gardens-take-the-survey-here/	65 (3.48%)	54 (3.87%)
5. /contact-us/	57 (3.05%)	48 (3.44%)
6. /category/thebradwellian/	49 (2.63%)	34 (2.44%)
7. /members-and-staff/	42 (2.25%)	36 (2.58%)
8. /allotment-rental/	34 (1.82%)	26 (1.87%)
9. /category/news/	34 (1.82%)	27 (1.94%)

Pageviews is total number of times a page is viewed, so the same person returning records a new visit.

Unique pageviews is number of individual different people visiting the page.

1. / is the website home page

Breakdown of how website is accessed

Device Category	Users	Sessions
	634 % of Total: 100.00% (634)	797 % of Total: 100.00% (797)
1. mobile	352 (55.52%)	413 (51.82%)
2. desktop	203 (32.02%)	300 (37.64%)
3. tablet	79 (12.46%)	84 (10.54%)

Commentary

56% of website users are via mobiles, 32% desktops, 12% tablets.

Total of 634 users in 797 sessions, i.e. 163 people returned

People using desktops are more likely to return (203 users, but 300 sessions)

Top numbers of downloads

Event Action	Total Events	Unique Events
	199 % of Total: 68.86% (289)	177 % of Total: 67.56% (262)
1. http://www.bradwellparishcouncil.co.uk/wp-content/uploads/2020/12/The-Bradwellian-45.pdf	29 (14.57%)	28 (15.82%)
2. http://www.bradwellparishcouncil.co.uk/wp-content/uploads/2020/10/Planning-and-Development-Committee-Minutes-22Sep20.pdf	14 (7.04%)	10 (5.65%)
3. http://www.bradwellparishcouncil.co.uk/wp-content/uploads/2020/10/Public-Relations-Publicity-Agenda-20Oct20.pdf	14 (7.04%)	12 (6.78%)
4. http://www.bradwellparishcouncil.co.uk/wp-content/uploads/2020/10/PlanningDevelopmentAgenda-220920.pdf	12 (6.03%)	7 (3.95%)
5. http://www.bradwellparishcouncil.co.uk/wp-content/uploads/2020/10/Planning-and-Development-Committee-Minutes-08Sep20.pdf	11 (5.53%)	9 (5.08%)
6. http://www.bradwellparishcouncil.co.uk/wp-content/uploads/2020/11/Finance-Committee-Agenda-10.11.20-summary.pdf	9 (4.52%)	9 (5.08%)
7. http://www.bradwellparishcouncil.co.uk/wp-content/uploads/2020/12/Agenda-Parish-Council-08.12.20-P.pdf	9 (4.52%)	9 (5.08%)

e.g. The Bradwellian was downloaded 29 times, by 28 different people.

2101-PR12) ITEMS FOR CONSIDERATION AND RESOLUTION

a) Bradwellian 2021.

1. To confirm the Bradwellian working group support

Cllrs Hamilton, Hirst and Watson confirmed they are happy to continue as the Bradwellian working group. Other Councillors are welcome to join.

2. Proposal to produce two full colour issues in 2021

The cost of the latest edition was about £500 less than previous versions, mainly due to Cllr Hamilton's hard work, (previously the printers had to reconfigure the computer files to get them in a printable format), and there being less pages in the most recent edition. The Committee felt that a better quality edition will increase future advertising revenue. It was **resolved to produce a maximum of two editions in 2021, lockdown restrictions allowing.**

3. To confirm advertising rates for the next issue and look at price increases for the second issue of 2021.

Cllr Thurtle offered to contact the editors of the Village Voice to obtain their advertising rates, which will assist in reaching a decision on Bradwellian advertising rates. The Bradwellian working group will review the advertising rates and send their recommendations to the Clerk, and will be put to the Finance Committee for approval.

b) Facebook

1. Proposal to support the creation of a Bradwell Parish Council Facebook page.

Cllr Hirst has been publishing certain posts on Facebook, which helps this Council to obtain feedback. It was **resolved that this Council should create a Facebook account, but only after a social media policy has been adopted, which clearly details rules and regulations of account administration, i.e. how the account will be administered, who has access to post on the account, how it is structured, what is its purpose and what content should be posted on it.**

2. Permission is sought for the Clerk set up a 'Bradwell Parish Council Clerk' Facebook account to join a local Clerk support group. This account would be used solely for this purpose.

It was resolved to grant permission for the Clerk to set up a 'Bradwell Parish Council Clerk' Facebook account for the sole use of networking with other Parish Clerks.

c) Proposal to set up an events' working group.

Cllr's Hirst, Watson, Thurtle, and Carrier, along with two members of the public present at this meeting, offered to form the Public Relations and Publicity Committee Events' working group. Other Parish Councillors will be invited at the next Parish Council meeting.

d) To approve the purchase of 3 noticeboards at the total cost of £1,135 (excluding installation) and to put to the Finance Committee for approval.

Cllr Carrier and a member of public attending this meeting offered to assist with the installation of the noticeboards, restrictions permitting, thereby it was **resolved to approve the purchase of three noticeboards (one wall-mounted and two post-mounted) at a total cost of £1,135 + VAT and to put to the Finance Committee for approval.**

There being no other business, the meeting closed at 20.17.

The next Public Relations and Publicity Committee meeting is scheduled for 25th May 2021.

Signed: Date :