



# LEIGHTON-LINSLADE TOWN COUNCIL

## Policy and Finance Committee

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**Date:** 28 February 2022

**Title:** Six Monthly Communications Update

**Purpose of the Report:** To provide Committee with a six-monthly update in respect of Town Council Communications.

**Contact Officers:** Amy Holden, Senior Administration Officer

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<b>Corporate Objective/s</b>	<b>Leighton-Linslade Town Council Five Year Plan: Objective #1:</b> to regularly review how we communicate and seek to embrace new technologies.
<b>Implications:</b>	
<b>Human Resources</b>	None
<b>Operational/Service delivery</b>	None
<b>Procedural/Legal</b>	None
<b>Financial</b>	None

### 1. RECOMMENDATION

Should Members be minded, the proposal is:

- 1.1 To note the information regarding Town Council communications.

### 2. CONTEXT

- 2.1 As a publicly funded body, Leighton-Linslade Town Council has a duty to actively engage with the local community, providing information regarding its activities and proposed future projects, seeking feedback from residents and raising awareness of the Council and its remit within the parish.
- 2.2 Regular community engagement takes place through a variety of platforms including a printed newsletter, email campaigns, public consultation exercises, websites, social media platforms, Apps, market stalls and community events.

- 2.3 In line with the Localism Agenda and e-Government and rapid developments in technology, the Town Council continues to increase its investment in electronic media, using multiple channels to continue to engage as much of the community as possible.
- 2.4 We continue to develop our communications using the LLTC Website, Market Website, Facebook, Twitter, Instagram, Mailchimp, Survey Monkey, YouTube and the LLTC app, to make information accessible to all.
- 2.5 Our ongoing commitment to ensure we still maintain print-based communication channels for those without online access continues to be valued by those residents preferring paper copies of documents.

### **3. WEBSITE**

- 3.1. The LLTC website continues to be cited as an exemplar in the parish council sector, not least in terms of compliance with the accessibility regulations required of public sector bodies. At the NALC annual conference in December, our website provider Aubergine gave a presentation on website accessibility, highlighting the LLTC website as the standard.
- 3.2. Aubergine continues to develop its offer for the parish council sector and has recently undertaken work to migrate our website onto an updated platform. This change is invisible to the user but will allow us access to enhanced editing features.
- 3.3 Recent additions to the website include the new climate change page and the information page for the Queen's Platinum Jubilee Updates have been made to numerous pages including Grants & Awards and Events pages.
- 3.4 The ambition to improve the layout of the home page to better communicate important news stories and messages is well underway, following initial discussions and advice from our provider.
- 3.5 There are also plans to introduce interactive images and video. Both are proven to receive good levels of engagement.
- 3.6 More concise monitoring of analytics is also high on the agenda.

### **4 TOWN COUNCIL APPS**

- 4.1 The LLTC app continues to be promoted via About Town and social media, as well as a dedicated panel on the homepage of the main LLTC website. Current downloads are 567.

- 4.2 Work continues on adding the Children's Trail and the Sands of Time Trail to the Buzzard Trails app.

## **5 ELECTRONIC SIGNAGE**

- 5.1 The sign previously located on the A505 bypass has now been relocated by Highways to the Hockliffe Road gateway to the parish.

## **6. SOCIAL MEDIA**

- 6.1 Along with our website, social media continues to be an invaluable tool in communicating vital information.
- 6.2 The recommended actions from the external social media report are now nearing completion, which will draw a line under that work.
- 6.3 Facebook has recently upgraded business pages to a 'new page experience'. The changes are positive and allow for easier engagement with other pages and groups, we hope this will better improve engagement with residents, local business and community groups.

## **7. ANALYTICS**

### **Websites:**

- 7.1 Website analytic reports continue to be sent to us with a breakdown summary from our website provider to see what users of the sites are visiting the site for.
- 7.2 November 2021 saw 7000 new visitors to the website with over 5000 page views of the Christmas Festival page. The next most visited pages were Events, Remembrance and Astral Park.
- 7.3 December 2021 saw a further 2,500 new visitors with top pages visited including Christmas Festival, Meetings, Councillors, TACTIC, town centre, Buzzard Wi-Fi and Contact Us. Pages accessed from the home page included Grants, FAQs, Publications and Climate Emergency.

### **Social Media:**

- 7.4 We currently have 23,363 followers across our all our Social Media Profiles. This represents a continued steady rise.
- 7.5 Instagram continues to attract a steady rise in followers despite limited time being spent on the platform. There are aspirations to build on the highlight icons and to post on Instagram stories more frequently.

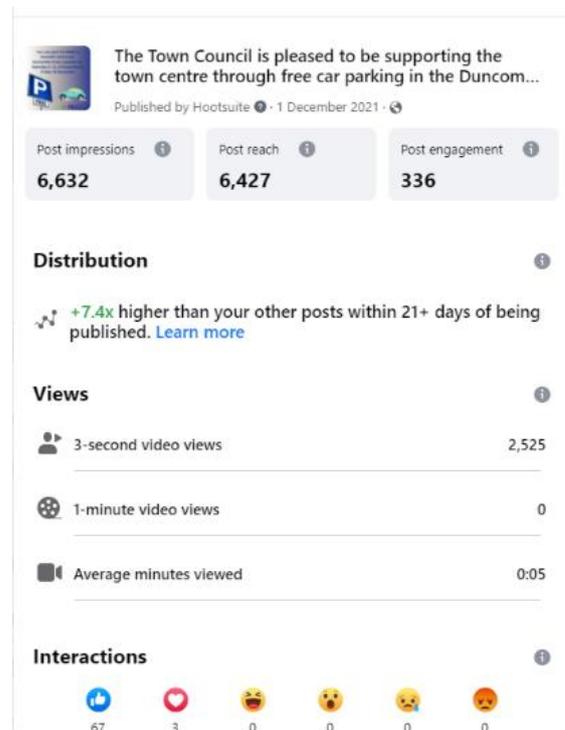
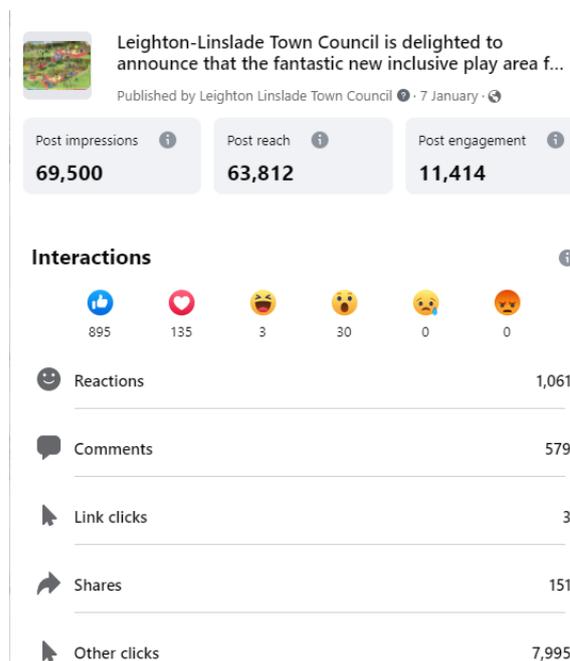
7.6 Using Hootsuite's and the Insights on our Social Media sites we are able to gather information on how our followers engage with our posts. Some of the most popular posts since the last report (based on interactions with the post) are included at the end of this report.

## 8 BRANDING

8.1 A branding guideline review is scheduled into the communications workplan as inconsistencies still exist across use of the LLTC brand palette. It has also become clear that we need to provide branding guidelines to partners when we are working on communications activity for joint projects.

8.2 There have been improvement projects carried out in branding across all service areas, and now we need to ensure all elements are pulled together and applied to future work across publications, marketing materials and digital graphics.

### Social Media examples:





**Leighton-Linslade Town Council is an equal opportunities employer.**

Regardless of disability, race, age, religion, gender or sexual orientation all our events and facilities are open to everyone in the community. Ways to make our play equipment inclusive to all remains an on-going priority.

All of Local government is wholly committed to equality, diversity and inclusion reflecting the communities we serve. The Town Council is in full agreement with this aim. We are all part of the much-needed conversation on how we can all confront and end racism for which there is no place within our society. The Town Council will support the aims of all groups who seek to eliminate prejudice in any form.

