

**Policy and Finance Committee**

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**Date:** 26 September 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, Mailerlite, 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.
- 3.2. The website was successfully transferred to the updated platform in July, meaning officers now have access to enhanced editing features. Including more options for page layouts and updates to existing accessibility tools.
- 3.3 Recent additions to the website include changes to the Community Noticeboard, introducing sections depending on activity, i.e. Local events/courses, wellbeing/support and service and clubs and groups. Heling to breakdown the information for the end user. A new advice, support and wellbeing page has also been created <https://www.leightonlinlade-tc.gov.uk/advice-support-and-wellbeing/> to advertise initiatives such as the community fridge and your wellbeing Bedfordshire.
- 3.4 The first stage in changing the layout of the homepage is complete with the introduction of the full width images showcasing some of our open spaces and achievements. The next stage includes repositioning of the About Town newsletter and updating the layout of call-to-action boxes, to better communicate important news stories and messages.
- 3.5 There are also plans to introduce interactive images and video. Both are proven to receive good levels of engagement.

### **4 TOWN COUNCIL APP**

- 4.1 The LLTC app continues to be promoted via About Town, social media, and the website. Current downloads are 582.

- 4.2 Work continues on adding the Children's Trail and the Sands of Time Trail to the Buzzard Trails app. This is expected to be complete over the coming weeks.
- 4.3 We hope to make better use of the push notification function, as part of the larger communications strategy project.

## **5 ELECTRONIC SIGNAGE**

- 5.1 We continue to share topical messages via the four electronic signage boards. A copy of these messages is included with the Members' newsletter each week.

## **6. SOCIAL MEDIA**

- 6.1 Along with our website, social media continues to be an invaluable tool in communicating vital information.
- 6.2 All recommendations outlined in the external social media audit have now been actioned.
- 6.3 Facebook recently upgraded business pages to a 'new page experience'. The changes are positive and have allowed us to easier engage with other local, community pages and groups. This has helped our messages reach people who may not have been following our pages.

## **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 On average we see approximately 4,000 visitors to the website each month with noticeable peaks of up to 8,000 around event times.
- 7.3 Top pages visited include Parson's Close Recreation Ground, Linslade Canal Festival, Music in the Park, Vacancies, Councillors, Venues, Parks and Open Spaces, TACTIC, The Children's Trail, and Contact Us.

### **Social Media:**

- 7.4 We currently have 25,974 followers across our all our Social Media Profiles. This represents a continued steady rise of 2,584 since our last communications update.

- 7.5 Instagram continues to attract a steady rise in followers despite limited time being spent on the platform. Some new highlight icons have been added and populated including The Big Lunch. We have been actively spending more time on the app engaging with local businesses and community groups. We have ambitions to post on Instagram stories more frequently.
- 7.6 Using Hootsuite and the Insights from the 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.
- 8.2 Work has recently been completed to update our printed stationary to better reflect the progression in our branding. The new stationary will be professionally printed imminently.



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With Compliments

## Social Media examples:

 The day we have all been waiting for... Further to the play area passing it's post installation inspection yesterday...  
Published by Amy Holden · 15 July · 🌐

Post impressions ⓘ	Post reach ⓘ	Post engagement ⓘ
<b>24,102</b>	<b>21,444</b>	<b>4,681</b>

### Interactions ⓘ

 178	 36	 0	 2	 0	 0
☺ Reactions 216					
💬 Comments 169					
➦ Shares 28					
🖱️ Other clicks 2,251					




 The ever popular one-day Canal Festival returns to Tiddenfoot Waterside Park on Saturday from 11am-8pm...  
Published by Hootsuite · 27 July · 🌐

Post impressions ⓘ	Post reach ⓘ	Post engagement ⓘ
<b>4,875</b>	<b>4,532</b>	<b>353</b>

### Distribution ⓘ

📈 +11.0x higher than your other posts within 21+ days of being published. [Learn more](#)







### Views ⓘ


 3-second video views	1,080
 1-minute video views	0
 Average minutes viewed	0:04

 Our Grounds team maintain 18 Playgrounds in #LeightonLinslade, providing good quality play...  
Published by Hootsuite · 21 August at 17:01 · 🌐 Public

Post impressions ⓘ	Post reach ⓘ	Post engagement ⓘ
<b>3,217</b>	<b>3,117</b>	<b>518</b>







### Interactions ⓘ

 37	 1	 0	 0	 0	 0
☺ Reactions 38					
💬 Comments 6					
🖱️ Link clicks 40					
➦ Shares 1					
🖱️ Other clicks 175					

 Are you thinking ahead to the weekend already? Are you looking for something for the whole family to enjoy on...  
Published by Hootsuite · 5 September at 10:00 · 🌐

Post impressions ⓘ	Post reach ⓘ	Post engagement ⓘ
<b>9,887</b>	<b>8,992</b>	<b>672</b>







### Interactions ⓘ

 37	 4	 0	 0	 0	 1
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 Proclamation of Accession Town Mayor, Councillor Kharawala will make the Proclamation of the new King...  
Published by Hootsuite · 10 September at 12:13 · 🌐

Post impressions ⓘ	Post reach ⓘ	Post engagement ⓘ
<b>4,750</b>	<b>4,349</b>	<b>493</b>

### Interactions ⓘ

 37	 4	 0	 0	 0	 1
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