



RADFORD SEMELE PARISH COUNCIL

Annual Report of the Media Committee – April 2021

Media Committee

In 2019, the Parish Council recognised there was a need to improve communication routes to engage with the residents of Radford Semele to both inform, and be informed by, the residents of Radford Semele. To that end, a Media Committee was formed with an initial remit to regenerate the Parish Council website and also to explore other methods of engagement with the village such as social media or other possible routes.

Website

Initially all work was put into building a new website that would be clearer to read and navigate, as well as ensuring that the content was relevant and up to date. Additionally, it was desired to develop the website to be a local village resource and source of information for all village residents to access.

The new website went live towards the end of 2019, although a significant amount of work then followed to populate the site with up to date and relevant content. While the website serves to host statutory notices, reports and other council documents, as well as notices of meetings, agendas and Parish Council minutes. It also serves to provide information and services to the village and links to Government websites on COVID advice or statutory consultations.

In addition to the Website, the hosting package gave access to 10 xxx@radfordsemelepc.org.uk email accounts. These were allocated to the key post holders Clerk, Chair and Vice-Chair, each of the sub-committees. Email accounts were also allocated for the Neighbourhood Planning Group, the Community Hall and latterly the Carnival Committee.

Consideration is being given to further e-mail accounts, for councillors to segregate Parish Council e-mails from Councillor's personal accounts, which would help to ensure GDPR compliance, and serve to give continuity if sub-committee members change and any post-election councillor changes. This cost is not insignificant, hence this is being considered carefully before committing to such expenditure.

The website hosts **Radford Semele Community Hall** pages complete with on-line hall booking form. These are provided to support the Community Hall Management committee. This has been particularly poignant over the last year through lock down and the retirement of Mrs Hazel Higgins as the long-term booking clerk for the Community Hall. While the page content is managed by the Parish Council Media Committee, the booking request traffic is managed through an automated e-mailing system to the Community Hall committee.

The temporary **Radford Semele Neighbourhood Plan** website has been closed with the content transferred to dedicated pages within the Parish Council Website. The site now hosts the latest version of the plan and supportive documentation, together with interactive maps showing the areas of the village covered by the Neighbourhood Plan policies.



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The site has regular news and information updates from planned road works in village, through to advice and guidance throughout the pandemic and other village news, this is complemented with a Radford Semele Parish Council Facebook page (see later).

Plans were in place to engage with a consultancy content manager to manage the site content and monitor feedback through the site. While funding for this was approved by the Parish Council, this has not yet been implemented as the content is currently managed by the Media Committee directly with input approved by the Clerk to the Parish Council. This is currently under review.

Facebook

The Parish Council has its own Facebook page. This page serves to get messages and notices out quickly to the village to those that engage with this platform. At present the page has 115 followers and has reached out to 560 people in the last month.

The page has also been used to run spot polls to get feedback on the likes of the Gym in the park project. There are more possibilities to use the Facebook page, although it is recognised that, like the website, it is only of value if people choose to visit it and like or follow to have a reaching impact without resorting to paid advertisements.

Nextdoor

The Parish Council has been signed up to the Nextdoor social media platform. While currently viewed as a limited platform, we were able to use it to notify those residents using it about the East Warwickshire Neighbourhood forum and in particular the Policing priorities polling which did help to increase the engagement and enable Radford Semele's priority for increased police support on anti-social behaviours to be one of the priorities Warwickshire Police acted upon.

Parish Council Noticeboards

While the Parish Council does meet its statutory requirements to post notices on a village noticeboard sited in Lewis Road, there is a desire to place something similar near to the Semele Park development as this "satellite" location has a "remote from the village" feeling at present, this may change with the completion of the second building phase down to Offchurch Lane, but the Parish Council does recognise the need to reach out to this part of the village and a Parish Noticeboard may be a useful option to be explored.

Newsletters

At present the Parish Council does not publish a village newsletter although content and information may be disseminated with content for the Radford Semele Sports and Social Club, and FoRGE newsletters as the Parish Council engages better with those groups.

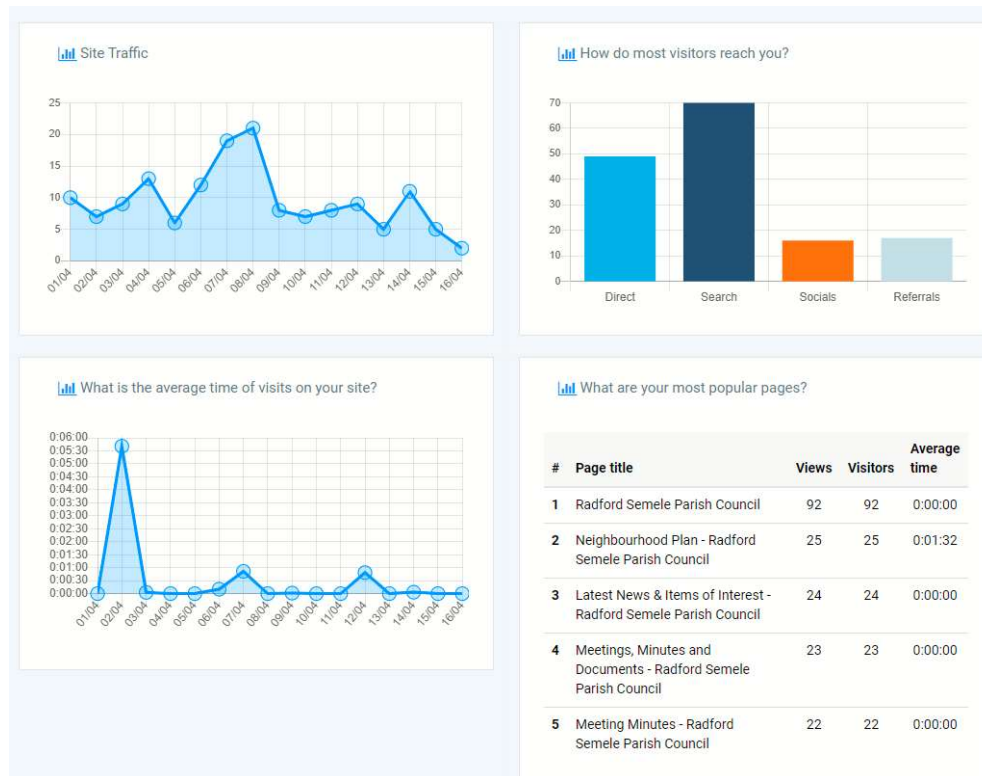
Cllr Brian Friar
Media Committee – Chair
April 2021



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Radford Semele Parish Council Website site traffic statistics.

April 2021

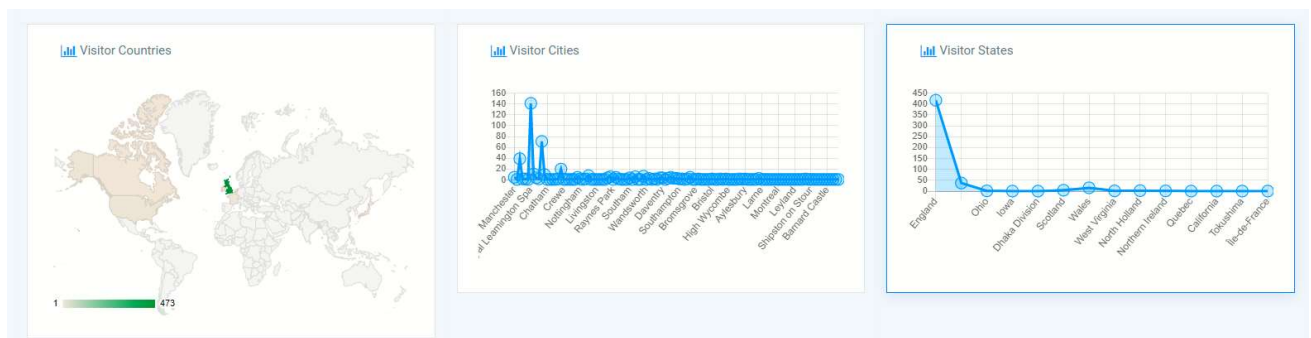
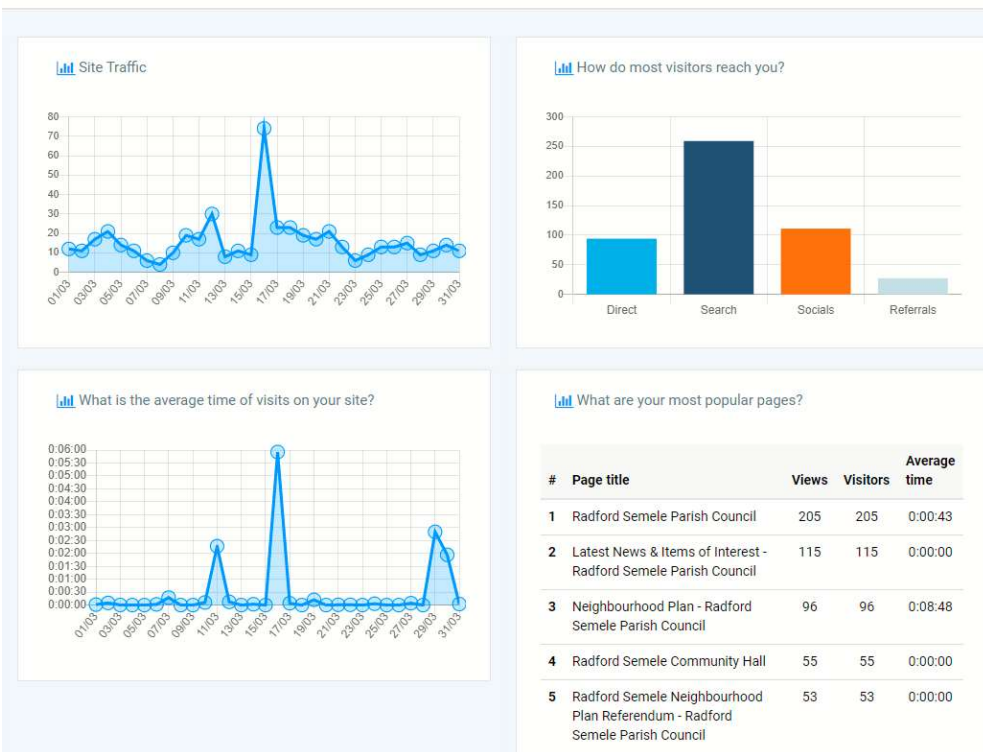




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March 2021

Filter by date: March 1, 2021 - March 31, 2021





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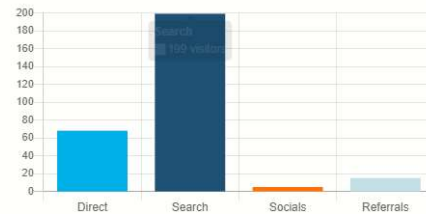
February 2021

Filter by date: February 1, 2021 - February 28, 2021

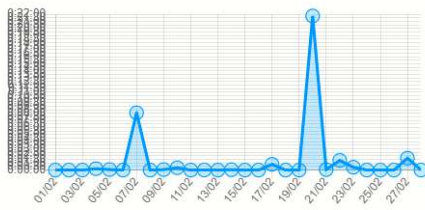
Site Traffic



How do most visitors reach you?



What is the average time of visits on your site?



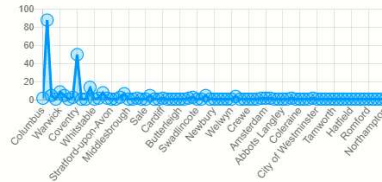
What are your most popular pages?

#	Page title	Views	Visitors	Average time
1	Radford Semele Parish Council	165	165	0:03:42
2	New COVID Testing centre opening up in Leamington Spa - Radford Semele Parish Council	72	72	0:00:42
3	Meetings, Minutes and Documents - Radford Semele Parish Council	49	49	0:00:00
4	Radford Semele Community Hall	36	36	0:00:29
5	Latest News & Items of Interest - Radford Semele Parish Council	36	36	0:00:01

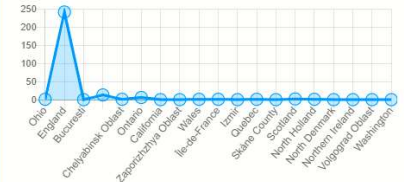
Visitor Countries



Visitor Cities



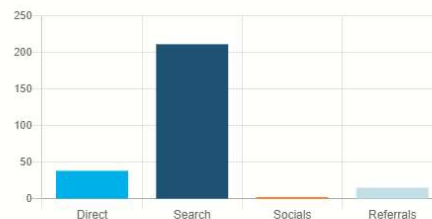
Visitor States



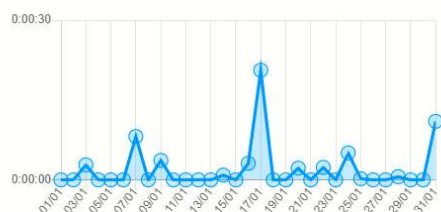
Filter by date:  January 1, 2021 - January 31, 2021 ▼



 How do most visitors reach you?



 What is the average time of visits on your site?

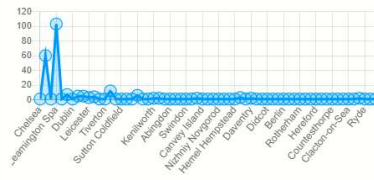


What are your most popular pages?

#	Page title	Views	Visitors	Average time
1	Radford Semele Parish Council	137	137	0:00:04
2	New COVID Testing centre opening up in Leamington Spa - Radford Semele Parish Council	92	92	0:00:01
3	Meetings, Minutes and Documents - Radford Semele Parish Council	55	55	0:00:00
4	Meeting Minutes - Radford Semele Parish Council	47	47	0:00:01
5	Latest News & Items of Interest - Radford Semele Parish Council	25	25	0:00:00

Visitor Countries

Visitor Cities



Visitor States

