

# Cllr Harris Report/Action Plan – January 2021

## Communications

### 1. Website/Facebook

#### ❖ Report/Review:

- The Council's website was moved to a **new, free, hosting platform** last February and the core content was amended in September to include an **Accessibility Statement**; this was required in order to meet legislation set out in the '*Public Sector Bodies (Websites and Mobile Applications) Accessibility Regulations 2018*', which requires Local Councils to ensure their website meets standards set out in the [Web Content Accessibility Guidelines version 2.1](#)
- During the course of the year the website was regularly updated with details about the **COVID-19** pandemic and resulting local community help initiatives; links to the Government's and NHS's sources of information were established to enable users to keep abreast of the ever-changing guidelines and updated Tier changes and lockdown requirements.
- High usage in the first three months of the year (averaging just over **3000** visits/month) would suggest it was considered a valuable source of this information.
- Across the whole of last year, monthly unique visitors to the site averaged over **940, 14% up on 2019** and it was visited just under **1500** times a month on average, **up 31%** year-on-year.
- However, the average monthly number of pages accessed fell slightly (about **3%** fewer than **2019**) to just under **6850** – a marked dip during the summer months possibly resulting from the lack of social events information to peruse...
- More details on the annual website usage, along with comparisons to previous years, can be found in **Appendix 1**.
- The Council's Facebook page also proved to be a valuable asset during the year, its link with the village's Maplestead Mates page enabling important information to be quickly and widely distributed across the parish.
- 58 separate posts were made on the Council's page during 2020, achieving a total reach of 22,719. This figure however includes two posts – the poisoned Labrador and traveller incursion ones – which alone accounted for some 17,100 views. Excluding those outliers, each post reached on average around 100 people.
- Many more however will have seen the Council's posts on Maplestead Mates – unfortunately, this information cannot be publically accessed or easily extracted.

#### ❖ Action Plan:

- Regular updating of the website will be continued in 2021.
- The Council's Facebook page will continue to carry links to the website when more in-depth information than can sensibly be carried on Facebook needs to be communicated, in order to bring it to the widest possible attention.

### 2. E-newsletter (Maplestead Magna Carta) [Agenda Item 12]

#### ❖ Action Plan:

- **Issue 36** is scheduled for publication on **w/c 8<sup>th</sup> February 2021** (tbc).
- Editorial content for this issue is suggested to include:
  - Budget Decisions/Effects:
    - County
    - Parish
  - Footpaths update
  - County/District news
  - Planning updates
  - Forthcoming Road Closures
  - March Census Information

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## Footpaths

### ❖ Report:

- Two footpath problems were actioned during the early part of January:



**A collapsed riser on the steps on FP7 at the bottom of Church Field was replaced**



**A rotted way-marker at the Church St end of FP8 was repaired and replaced**

### ❖ Action Plan:

- Interim assessments and maintenance will continue to be carried out during 2021 on an *ad hoc* basis to monitor path conditions/rectify problems.
- A new contract to extend the Service Level Agreement to maintain our footpaths in the 2021/22 financial year needs to be requested by the end of **February**.
- The request claim needs to be presented on PC headed paper, with details of what we are claiming for. Receipts for last year's expenses have been presented and the claims paid by the **ECC PRow and Localism Officer**.