

Cllr Harris Report/Action Plan – May 2021

Communications

1. Website/Facebook

❖ Report:

- During the first four months of this year activity on the website has been running at about half that of the same period last year.
- However, in the first four months of 2020 there was an extraordinarily high level of activity as visitors searched for information about the pandemic and local help initiatives. A more realistic comparator with the 2019 norm for the same period shows that activity is currently running about 10% higher overall than then.
- Information on the Church page (new service times/contact details) has been updated in line with a request by Rev. Beverley Vincent.
- The Council's Facebook page continues to be a valuable asset; the 11 posts so far this year have reached 1083 people, an average of 98 per post – the most viewed/commented was the fly-tipping near Poll Mires. These figures do not include the reach of the Council posts shared on Maplestead Mates – sadly, that information cannot be publically accessed or easily extracted.

❖ Action Plan:

- Regular updating of the website will continue 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 17]

❖ Action Plan:

- **Issue 38** is scheduled for publication late **w/c 10th May 2021** (tbc).
- Editorial content for this issue is suggested to include:
 - Playing Field development project
 - Road Safety budget update (?)
 - + public meeting info
 - Planning news
 - Council's Half-Term report
 - Forthcoming events
 - Any interesting County/District news

Footpaths

❖ Report:

- No major problems have been notified across the footpath network since the last meeting.

❖ Action Plan:

- Awaiting the first cut by the new contractor in order to make an assessment.
- Interim checks and maintenance will continue to be carried out during 2021 on an *ad hoc* basis to monitor path conditions/rectify problems.