

# Cllr Harris Report/Action Plan – May 2022

## Communications

### 1. Website/Facebook

#### ❖ Report:

- During the first four months of 2022 unique visitor activity on the website has been **18% higher** than during the same period last year. The actual number of visits is **up by nearly 3%**.
- A link to detailed information about the **Playing Field Development Project**, as presented at the Parish Assembly, has been added to the 'Important Information' box on the Home page and the Playing Field page itself has also been updated: <https://greatmaplesteadpc.co.uk/parish-information/amenities/playing-field/>
- The Council's Facebook page continues to be a valuable asset; the **39 posts** so far this year have reached **5,781 people**, an average of **148 per post** – the most viewed/commented was, inevitably, the **Dog Waste** post (**584**); the **'Bike Ride'** posts have reached **249** people and the least viewed was the **Warmer Homes for Essex** (**40**). Make of that what you will! These figures do not include the reach of the majority of the Council posts shared on **Maplestead Mates** – although the **'Bike Ride'** posts there reached a **total of 907** people in April.

#### ❖ Action Plan:

- Regular updating of the website will continue in 2022.
- 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 44** is scheduled for publication late **w/c 9<sup>th</sup> May 2022** (before the Clerk disappears to support the bike ride...).
- Editorial content for this issue is suggested to include:
  - Playing Field development project
    - update/details
  - 'Bike Ride' – call for donations
  - Any interesting County/District news
  - Doggy Doo-doo: Don't!
  - Council Meeting dates 2022/23
  - Planning news
  - Forthcoming events

## Footpaths

#### ❖ Report:

- No major problems have been noted across the footpath network since the last meeting, although FP23 required some bramble removal prior to the Village Walk.
- **[Agenda Item 13.8]** Estimate for production of a joint GM/LM Footpath Map:

To create design, artwork and print a Footpath Map, in the Sible/Castle Hedingham format, printed 4 colours on 150gsm silk art paper.

1,000 copies	£542.00
500 copies run on	£59.00

Design & Artwork approximately £300.00 [All subject to VAT]

#### ❖ Action Plan:

- Replacement contractor to be selected for this year's maintenance programme.
- Interim checks and maintenance will continue to be carried out during 2022 on an *ad hoc* basis to monitor path conditions/rectify problems.