

Chairman's Report – July 2024

Areas of Responsibility

Footpaths

❖ Report:

- Tony Hume has been actively attending to vegetation growth on some of the most commonly used footpaths and has been given specific guidance on others that have been reported by parishioners (e.g. FP19: Dynes Hall – Toldish Hall Roads, cutting that was promptly undertaken).
- A formalised reporting sheet has been developed and provided that enables Tony to itemise both his time and material expenses; these are costs that will be met from ECC's SLA grant.
- The Council's insurance covers Tony while he carries out any work.

❖ Action Plan:

- Footpath conditions will continue to be monitored during the growing season and work is set to continue to clear overgrowth and any other items, where reported.

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Communications

1. Website/Facebook

❖ Report:

- Since the last meeting the **Home** page has been updated with information about our **Essex Village of the Year** win and an illustration of the **Award Certificate**.
- The **Foundation Award** page has also been updated with information and an article about our 2024-28 accreditation
- The **News** page has also been updated with information and details about:
 - **EVotY** – information about the awards presentation
 - **Foundation Award** – notification and a link to the solus page
 - **Eco-Upgrades** – details of new energy saving measures for residents
 - **Digital Switchover** – the move from analogue phones in January 2027
 - **Climate Action Advice Packs** – ways for residents, schools and businesses to reduce emissions and build climate resilience.
 - **General Election** – voting details, key dates and candidate information
- Usage data for the first half of this year, along with a year-on-year comparison with the same period in 2023, shows a 50% uplift in activity (see **Appendix 1**)
- Links to the **Maplestead Magna Carta** continue to be posted on both the **Council** and **Maplestead Mates** Facebook pages, for widest local coverage.

❖ Action Plan:

- The Facebook page will continue to share relevant posts with Maplestead Mates in order for its information to reach the widest possible local audience.

2. E-newsletter (Maplestead Magna Carta) [Agenda Item 13]

❖ Action Plan:

- **Issue 57** is scheduled for publication **w/c 22nd July 2024** (tbc).
- Editorial content for this issue is suggested to include:
 - EVotY presentation report
 - New Councillor welcome
 - Climate Action Advice Packs
 - Lucking St Drainage - update
 - Car Park - update
 - D-Day Event report?
 - Planning News
 - Forthcoming events
- Links to an online version will also be published on the **Council & Maplestead Mates** Facebook pages

General

Playing Field Car Park [Agenda Item 10.5]

❖ Report:

- A funding proposal for the installation of the already agreed robust, durable surface that will neither deteriorate significantly in the longer term nor require constant maintenance and repair and will be able to cope with the increasing use the car park is now getting, has been developed for discussion.

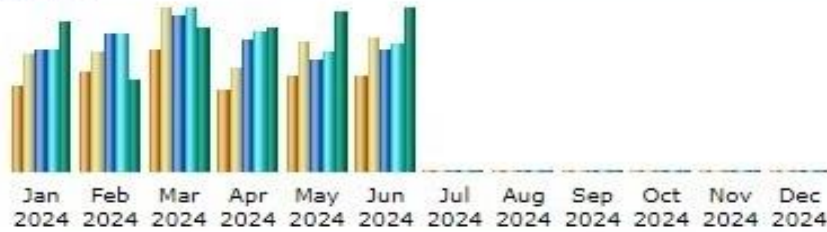


❖ Action Required:

- A decision on the proposal is now essential if, to avoid unnecessary disruption, the work is to be carried out during the school's summer holidays.

Website Usage: 2024 to date + 2023/24 comparison

Monthly history



Month	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Jan 2024	1,240	1,714	6,831	6,831	1.59 GB
Feb 2024	1,455	1,753	7,718	7,718	997.67 MB
Mar 2024	1,780	2,399	8,782	9,227	1.53 GB
Apr 2024	1,187	1,494	7,407	7,842	1.52 GB
May 2024	1,403	1,913	6,332	6,753	1.68 GB
Jun 2024	1,412	1,968	6,846	7,272	1.73 GB
Jul 2024	0	0	0	0	0
Aug 2024	0	0	0	0	0
Sep 2024	0	0	0	0	0
Oct 2024	0	0	0	0	0
Nov 2024	0	0	0	0	0
Dec 2024	0	0	0	0	0
Total	8,477	11,241	43,916	45,643	9.05 GB

Great Maplestead PC Website Statistics

Year on Year 2023/24

Year Months	Unique Visitors	Δ	Visits	Δ	Pages Viewed	Δ	Pp/Visit
2023 Jan-Jun	5,622		7,495		40,185		5
2024 Jan-Jun	8,477	50.8%	11,241	50.0%	43,916	9.3%	4

