

## **Communications committee Report**

By Cllr Nick Skeens

The Communications Committee held its second face-to-face meeting on Monday 2<sup>nd</sup> October, all other meetings and communications in the interim having been held on-line or by telephone as members dealt with the communication demands of the new council, the Barclays Bank move, the Kite Festival, the Burnham Surgery debate, Burnham Week, etc.

The committee continues to improve the council website and is receiving positive feedback about both the website and the new council facebook page.

The committee has been responsible for promoting council and town events on these media as well as other Facebook sites, including the Burnham Facebook Group, Focus magazine, Nub News, the Maldon and Burnham Standard, BBC Essex, among other outlets.

Training is ongoing for staff and committee members to spread the load of posting and editing both the council website and FB page.

Committee members have also offered advice to members on improving internal communications – and the creation of task-specific WhatsApp groups have in part facilitated this.

The recent meeting focused upon the composition of a Communications Strategy, in which members agreed the strategy's focus should be upon persuading more residents to see the council website and FB pages as reliable sources of information about the council, local services, district services and local and district events, including seasonal events.

Supplied statistics show that thousands of people have accessed the website and the facebook page since May, a big uptick in engagement.

The Committee agreed to encourage fellow councillors to ask for help in promoting their own projects – for example, Health and Wellbeing has its own council website page, and ad hoc initiatives, such as, say, litter picks, could be promoted via our media.