Welton Parish Council

Communications Committee

Tuesday 13 October 2026

Minutes

Present: Cllrs Barnfather (in the chair) and Mills.
The Clerk was also in attendance.

29. Apologies for absence
An apology had been received from Cllr Brownlee.
Resolved: that the absence of Cllr Brownlee be authorised.
Proposed by Cllr Barnfather and seconded by Cllr Mills.

30. Declarations of pecuniary or non-pecuniary interests
No declarations were made.

31. Minutes
Resolved: that the minutes of the communications committee meeting held on 14 July 2026 were agreed as a true record.
Proposed by Cllr Mills and seconded by Cllr Barnfather.

32. Facebook (including previous quarter engagement)
Cllr Barnfather had circulated an update in advance of the meeting, which included Facebook performance, topics and post insights. The review period was from 14 July 2026 to 11 October 2026:

Facebook Performance

What	Last Report	This Period	Net Growth
Follower Count	283	360	+27%
Posts Published	9	24	+167%
Views	30,583	262,440	+758%
Interactions	145	837	+477%
Engagement	1,825	25,815	+1,315%

Note: the last report covered 4 weeks (15 Jun – 12 Jul); this period covers 90 days, so raw growth figures are inflated. Per week, views are up approx. +167%, engagement approx. +340% and interactions approx. +80%. Meta's own comparison

against the previous 90 days shows views +245%, engagement +530% and follows +108%.

Audience growth

- 79 follows, 2 unfollows: 77 net new followers
- Page visits: 1,684 (+116.5% vs previous 90 days)
- Interactions: 457 reactions (54.6%), 262 comments (31.3%), 118 shares (14.1%)

Post Topics

- Planning application notices (x 9), including the revised petrol filling station application on Common Lane, the sports pitches condition variation and several tree and listed building applications
- Northern Powergrid cable replacement updates (Phases 1–6, Cowgate, Kidd Lane, Church Street)
- Highways works updates (Chapel Hill, Stage 4) and A63 lane closure (Welton to Melton)
- Road repairs across the parish with ERYC Ward Councillor
- Wildflower planting volunteer event (later marked as postponed)
- Photo posts without captions (x 6)

Post Insights

- **Content types (by views):** Photo 83.2%, Multi-photo 12.7%, Text 3.8%, Link 0.3%. No Reel views recorded.
- **Best performing by views:** Revised planning application, petrol filling station, Land west of Welton Croft, Common Lane (25,837 views, 24 Aug)
- **Best performing by interactions:** the same post (46 interactions: 43 reactions, 26 comments, 3 shares), also the top post for net new follows (12)
- **Other top posts by views:** Northern Powergrid Stage 5/6 update (22,795, 15 Sep); Northern Powergrid Stage 4/5 update (18,989, 16 Aug); Highways works Stage 4 update (16,766, 5 Aug); sports pitches planning application (14,476, 15 Sep, 11 net new follows)
- **Most shared:** Highways works Stage 4 update and Northern Powergrid Stage 4/5 update (22 shares each)

Reach and Audience

- **Followers vs non-followers:** 92% of views came from non-followers (8% followers). 59.9% of engagement came from non-followers and 40.1% from followers.
- **Location (lifetime):** United Kingdom 98.8%. Top towns: Brough on Humber 33.6%, Kingston upon Hull 26.1%, Welton 18.1%, North Ferriby 13.6%, South Cave 1.9%.
- **Age (lifetime):** 45–54 26.1%, 55–64 22.7%, 35–44 20.6%, 65+ 17.3%, 25–34 12.1%, 18–24 1.2%.

Observations

- Planning notices and roadworks/utility updates drove nearly all of the reach and follower growth. Road closure updates were the most shared content.
- Two peaks (week of 19 Aug and 6 Sep) account for most of the views, engagement and new follows.
- Posts with no caption (x 6) and routine planning notices for small domestic applications attract very little reach (typically under 1,000 views).
- Only 18.1% of followers are shown as Welton-based, so Facebook is also reaching neighbouring villages.
- Under-35s are only 13.3% of the audience.

Data sources: Meta Business Suite Insights (Jul 14 – Oct 11, 2026) and post-level export. Post-level views in the export total 143,048, lower than the page-level 262,440 total, which also counts views of other content such as older posts.

33. Website/Noticeboards

There was nothing to report other than that the website and noticeboards had been kept up to date with information.

34. Items for future agendas

- Christmas Lights flyer

The Chair closed the meeting at 6.25pm.

35. Date and time of next meeting:

Tuesday 12 January 2027 at 6.00pm