

Welton Parish Council

Communications Committee

Meeting held on Tuesday 13 January 2026

Minutes

Present: Cllrs Brownlee (temporarily in the Chair) and Mills.

Also in attendance was the Clerk.

8 Apologies

An apology for absence had been received from Cllr Barnfather.

Resolved: that the absence of Cllr Barnfather be approved.

Proposed by Cllr Brownlee and seconded by Cllr Mills.

9 Declarations of pecuniary or non-pecuniary interests

No declarations had been received.

10 Notes of the inquorate Communication Committee meeting held on 14 October 2025

The notes from the inquorate meeting held on 14 October 2025 were acknowledged.

11 Facebook

An email report had been forwarded by Cllr Barnfather in advance of the meeting and included:

Overall Performance

- 658 total engagements (+482% vs previous period)
- 101 reactions, 6 comments and 8 shares
- Split almost evenly between followers (50.4%) and non-followers (49.6%)

Key Observations

The spike in early December shows strong interest when content is timely and visual. For the two strongest recent posts (246 and 339 engagements) both used photos showing local issues with clear context.

By comparison, the October 23rd planning applications post achieved 67 engagements. While linking to planning info is valuable, the data suggests posts perform significantly better when they:

- Include relevant imagery
- what's happening and why it matters to residents
- Provide context beyond just a link

Recommendation

The Parish should consider adopting a simple framework for future posts:

1. ***Show*** – relevant photo/visuals
2. ***Tell*** – brief explanation of what and why
3. ***Link*** – direct people to more info/action

This approach appears to generate 3-5 x more engagement while still achieving the same informational purpose.

A discussion was held regarding future posts and a suggestion was made to create an 'album' for agendas and minutes. Planning applications should include a brief summary description.

12 Website/Noticeboards

The Clerk reported that the parish website and the noticeboards had been maintained with current information. It was acknowledged that the noticeboards were not weatherproof and were full of condensation.

13 Items for future agendas

- Time and dates of future meetings.

The Chair closed the meeting at 6.35pm

14 Date and time of next meeting: Tuesday 14 April 2026 at 6.00pm