

Welton Parish Council

Communications Committee

Meeting held on Tuesday 14 April 2026

Present: Cllrs Barnfather (in the Chair), and Brownlee.
Also in attendance was the Clerk.

Minutes

15. **Apologies for absence**

No apology had been received from Cllr Mills.

Resolved: that the absence of Cllr Mills be approved.

Proposed by Cllr Barnfather and seconded by Cllr Brownlee.

16. **Declarations of pecuniary or non-pecuniary interests**

None to declare

17. **Minutes of the Communication Committee meeting held on 13 January 2026**

Resolved: that the minutes of the meeting of the Communications Committee held on 13 January 2026 be agreed as a true record.

Proposed by Cllr Brownlee and seconded by Cllr Barnfather.

18. **Facebook**

Cllr Barnfather provided the following update in advance of the meeting:
Reporting Period: 16th Mar 2026 - 12th April 2026.

What	Last Meeting	This period	Net Growth
Follower Count	185	246	+30% growth
Posts Published	8	4	n/a
Views	19,000	28,896	+64%
Interactions	80	245	+222%
Engagement	835	2,581	+221%

Post Topics:

- Community consultation survey
- Pond update
- Footpath update

Post Insights:

- Content Types: Images, Links, Video 245
- Best Performing Content: Village updates with photos (pond + footpath)

Community Consultation 2026

- Responses to date: 151 (vs. 149 total 2024 responses)
- Insight: 22% of all responses received, at the time, were in the 24 hours after posting the first speaking-to-camera video

- The survey closes on 15th May 2026

Planned Activity

Before the next meeting, the committee plans to:

- Promote the survey further

Cllrs discussed that a link from the community consultation survey could be made to the village residents meeting, to enable residents to appreciate what they would like to see undertaken within the parish in the future. It could also encourage attendance at the residents annual meeting.

19. **Website/Noticeboards**

The Clerk provided an update on the condition of the noticeboards.

20. **Items for future agendas**

- Discuss Facebook link to community consultation survey

The Chair closed the meeting at 6.30pm

21. **Date and time of next meeting:** Tuesday 7 July 2026 at 6.00pm