

Welton Parish Council

Communications Committee

Tuesday 14 July 2026 at 6.00pm

Minutes

Present: Cllrs Barnfather (in the chair), and Mills.
Also in attendance was the Clerk.

22. Apologies for absence

At the time of the meeting no apology had been received from Cllr Brownlee.

Resolved: that apologies for absence for Cllr Brownlee be approved.

Proposed by Cllr Mills and seconded by Cllr Barnfather.

23. Declarations of pecuniary or non-pecuniary interests

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

24. Minutes of the Communication Committee meeting held on 14 April 2026

Resolved: that the minutes of the Communications Committee meeting held on 14 July 2026 be agreed as a true record.

Proposed by Cllr Barnfather and seconded by Cllr Mills.

25. Facebook

Cllr Barnfather provided an update which included Facebook performance, topics and post insights. The review period was from 15 June to 12 July 2026

What	Last Meeting	This period	Net Growth
Follower Count	246	283	+15% growth
Posts Published	4	9	n/a
Views	28,896	30,583	+6%
Interactions	245	145	-41%
Engagement	2,581	1,825	-29%

Post Topics:

- Picnic & Music on the Green (event)
- Temple Walk Green - biodiversity/tree update
- Planning application updates (x3)
- Location of defibrillators (information)
- Road closure notices (x3+)

Post Insights:

- Content Types (by views): Multi-photo 50.3%, Single photo 48.3%, Link 1.1%, Reel 0.2%, Other 0.1%
- Best Performing by views: Planning application update (6,955 views)
- Best Performing by engagement: Temple Walk Green biodiversity update

(562 engagements, 4 net new follows)

The review period had seen an increase in followers by 15 percent although engagement was slightly lower. It was discussed that posts with multiple photographs had attracted the most engagement.

It was requested that postings were not deleted so that followers could see the type of items displayed on the Parish Facebook page.

26. Website/Noticeboards

The Clerk reported that postings had been made on the parish website and the noticeboards had been utilised for the AGAR, events and meeting agendas.

27. Items for future agendas

None

The Chair closed the meeting at 6.25pm

28. Date and time of next meeting:

Tuesday 13 October 2026 at 6.00pm