

**3 | Page South Willlesborough and Newtown Community Council
Communications Workings Committee**

20th June 2022 CWC02

Minutes

The Chair opened the meeting at 8:15pm

In attendance:- Peter Porter (Chair) (PP) Sue Mullan (SM) Nirosha Thilagarajan (NT), Jacky Godden (JG) Sarah Evans (Clerk) and 1 member of the Public

10/22 Apologies for absence and approval

None

11/22 Declarations of Interest

None

12/22 To consider the draft copy for the Welcome Letter to the Klondyke Site

Resolved Agreed Unanimously to make a 4-page leaflet and the content to be sent to the designer to make SWANCC format. To add history of the area, history of Klondyke and why it is named as such, the role and importance of SWANCC and to ensure information is timeless so can be sent to further new builds.

Action SE to make suggested edits and return item to next meeting for approval

13/22 To consider the copy to date for the Summer newsletter

Resolved: Agreed unanimously 1) this newsletter being a Bumper Issue and that if 16 pages was needed this would be acceptable, 2) agreed the inclusion of all the draft copy presented, 3) to add pet foodbank information under rising costs, 3) to add ward walks and photos, 4) to add an update on moving into Klondyke works 5) to add peter news update article. 6) that no information was able to be found on Summer activities for children in SWAN to date and if not forthcoming this could be omitted 7) under community engagement the opportunity to support the planting arm of the Area Enhancements project.

Action SE to send Jubilee photos to designer to select best images showing families, diverse ages and all activities and the main times of the day to create Platinum Jubilee Special

14/22 To review the Website and an update on Facebook

Members discussed the Website and the option to either add 2 new pages for the allotments and Neighbourhood Watch or to put Neighbourhood Watch under Local Information and a page for allotments. Members then reviewed an in-depth report on the Facebook advertising campaign results and details see appendix.

Resolved:- Agreed Unanimously 1) to add Neighbourhood Watch section under local information on the website, 2) to investigate costs of a further page for allotments, that the Facebook advertising had been very satisfactory and the campaign very successful

15/22 To review the options to distribute the drone photos from the Jubilee Event

Members discussed the distribution for the drone photo via the website and newsletter, the requests from residents to purchase a copy and the request from SWAN centre and Alfred Arms for a Large photo to display for all to review. Also reviewed the drone footage and that further images could be extracted and to ask Jubilee Photographer to investigate this.

Resolved:- To investigate costs and options for 2 large canvas style photos of the SWAN image, to charge for individual copies and aim to make these approximately 8" x 10" and send out by post or hand deliver. To recommend to Council a price is agreed to charge for individual copies of at least £5.00 to cover costs subject to further investigation on costs. Powers applied S111 powers 1972 LGA: the ability to bear incidental costs. Whilst s.139 powers 1972 LGA allows you accept donations/gifts in, and the purpose should be specified at that time so it can be lined up with the correct output power. Or S137 account 1972 LGA.

Action SE to investigate costs of printing and distributing images

16/22 To review any other upcoming Communications needs for SWANCC

Resolved:- Agreed Unanimously The anniversary of the 180 years for the railway is next year, the anniversary of the Newtown Works is November 30th 2022. To recommend to Council it considers a train themed Christmas tree project over 30th November 2022 with the Events Working Group.

17/22 To agree the date of the next meeting and any items for the Agenda

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26th September 2022 8:15pm return of the Klondyke leaflet and the Autumn Newsletter. The signing of the minutes of the previous meeting omitted from the Agenda. There being no further items to discuss the Chair closed the meeting at 9:28pm

Signed Chair _____ Date _____

Appendix

Facebook report

**South Willesborough and Newtown Community Council
Report on Facebook advertising, results, and feedback of event.**

Facebook Advertising

Council agreed and spent £20 on advertising expecting a £20 matched credit offer from Facebook once initial spend was reached.

Over the 28 days lead up to the event the Council Facebook posts advertising of the event received 11,200 views.

Paid advertising allowed for 2633 post engagements compared to the normal number of 233 actual engagements.

It was targeted to

South Willesborough and Newtown Residents

3 SWAN and Willesborough specific Facebook Groups

Anyone who follows the SWANCC page

Clicking through to review the Council page received 511 new views, Price per click 8p

(See appendix for graphs and totals.)

Outcome

Proved money well spent.

Ongoing Facebook traction

The final press release posted at 8pm linked to the website received 1013 views.

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Facebook Feedback

Thank you a fantastic day

Just a fantastic day reflecting the efforts of the SWAN Council for the residents and their friends and families. This must become an annual event when everyone in the community comes together. We naturally sometimes focus on the bad things and it sometimes takes events like this for us all to see the wonderful togetherness of an area and its resident's. I know how hard the council and the clerks have worked and worried to get this event to be the success it was. In life you sometimes make your own luck and the weather that was forecasted and the weather that actually arrived is a classic. Just a huge well done from me Pter New

Agreed it was a wonderful event we really enjoyed it the people that organised it and who took part made a fab job. Thank you Sarah Evans etc who brought this brilliant event together and didn't give up on it even the weather forecast was not great

Hearty thanks to yourself Sarah and the whole Community Council for arranging such a lovely celebration for all the residents of South Willesborough and Newtown

It is 80 years since the Railway was bombed March 2023 would be a good time

Perhaps a tad cold

I am in this pic 😊

Brilliant had a lovely day

This was the highlight of our half term

So gutted we missed doing this (*human image*) but otherwise a great afternoon....Roll on next year 180years of the railway Celebrate 😊

We're on the head look ...@...

Was an amazing day and my children had a wonderful time. Thank you to everyone who worked incredibly hard to put this event together

Such a brilliant day thanks to everyone who was involved organising the event

Thank you all for coming to this event I had a wonderful time

So proud of the timecapsule

Amazing day

We had a great day at the party today, hope the drone photo comes out ok

Was fabulous the highlight of our half term thank you

Fantastic time there thanks again

It was a great event thank you

Was an amazing day and me and my mum took part 😊

Such a brilliant date thanks for everyone's efforts today we had a great day and was so nice to see the community together. Looking forward to the next community day whenever that it

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We are so proud

Thank you im just amazed how well you arranged and done all this heaqr from you all soon

I really had a very lovely and memorable day thank you so much

Just wanted to say thank you its been a very proud day for me, you've made me a very happy old lady 😊 x

Sarah Evans

Community Council Manager

21:57



Boost post



Like

Comment

Share

Post Insights

People reached

4,785

Post
engagements

123

Link clicks

444

View More Insights



Goal



What results would you like from this ad?



Automatic

Let Facebook select the most relevant goal based on your settings.



Get more engagement

Show your ad to people who are likely to react, comment and share.



Get more messages

Show your ad to people who are likely to send you a message on Facebook, WhatsApp or Instagram.



See More

Boost Post Now

By tapping Boost Post Now, you agree to [Meta's Terms and Conditions](#).

21:57
21:27

Boost post
Boost post

all of Ashford! seating for 500 people -... See more

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Like Comment Share

Post Insights

People reached	Post engagements	Link clicks
4,785	123	444

View More Insights

Goal

Boost Post Now

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Ad preview

SWAN Community Council
Sponsored -

Join the party Newtown Green from 11am to 4pm. Special Feature at 1pm can we get 500 people on the green for a Human Image filmed fro... See more

20 1 comment 11 shares

Like Comment Share

Save Changes

By tapping Save Changes, you agree to Meta's Terms and Conditions.

09:39



Page Insights

Orders and messages insights unavailable

Due to new privacy rules in Europe, the reporting of messaging-related insights are unavailable at the moment.

Advertisers may see impact to reporting on message and order data. Affected metrics will show a "--" in place of affected data from Europe.

[Learn More](#)

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9 May - 5 June

Last 28 days ▾



Posts [?]

[See More](#)

50+ posts published in the last 28 days.

MOST ENGAGING POSTS



Come to the Party
Newtown Green 11a...
20 May

Reach	4.8k
Engagements	610



Who can guess what
these markings on th...
4 June

Reach	1.7k
Engagements	279



What an Incredible
day thank you to eve...
5 June

Reach	1.1k
Engagements	323



09:39 21:27

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[Learn More](#) [Dismiss](#)




9 May - 5 June Last 28 days ▾

Post reach 11.2k ▲ 8.2k	Post engagements 3,318 ▲ 3.1k	New Page likes 28 ▲ 23
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Posts See More

50+ posts published in the last 28 days.

MOST ENGAGING POSTS

	Come to the Party Newtown Green 11a... 20 May	Reach: 4.8k Engagements: 610
	Who can guess what these markings on th... 4 June	Reach: 1.7k Engagements: 279
	What an Incredible day thank you to eve... 5 June	Reach: 1.1k Engagements: 323

Home, Search, Add, Post, Activity, Menu icons at the bottom.

Boost post ?

Ad preview

SWAN Community Council Sponsored · ⚙️

Join the party Newtown Green from 11am to 4pm. Special Feature at 1pm can we get 500 people on the green for a Human Image filmed fro... See more



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en from 11am
else like it in all of Ashfor

20 1 comment 11 shares

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