



RADFORD SEMELE PARISH COUNCIL

Annual Report of the Media Committee – April 2023

Media Committee

During 2022/23 the Media Committee has updated and maintained the Parish Council Website and two Facebook Pages; Radford Semele Parish Council and Radford Semele Neighbourhood Plan. While the later was set up as a communication vehicle during the development of the Radford Semele Neighbourhood plan, a significant number of residents have registered with that Facebook page and so it remains a valuable route to communicate with people in the village.

Website

The Parish Council website www.radfordsemelepc.org.uk has become an established route to contact a significant proportion of the village population, further extended by the Facebook pages and frequent links to other Radford Semele community face book pages.

All council members now have a dedicated email address associated with the Parish Council, either by virtue of chairing a committee, or by being allocated a personally addressed account withing the radfordsemelepc.org.uk domain. This helps to ensure that Parish Council business does not become mixed up with personal email accounts and helps to ensure GDPR compliance.

The website continues to host **Radford Semele Community Hall** pages complete with on-line hall booking form. These are provided to support the Community Hall Management committee. While the page content is managed by the Parish Council Media Committee, the booking request traffic is managed through an automated e-mailing system directly to the Community Hall committee.

Consideration was given to changing the website platform to a .gov website operated and supported by Parish Online who provide the Parish Council with the digital mapping service. However, at the time of consideration, this service was limited compared to the existing offering, hence was not taken up. The existing service was renewed at a preferential rate for the next four years after which the Parish Council may review he Parish Online offering to see if it will give enough scope and service to consider a migration.

Facebook

As referred to above, the Parish Council has its own Facebook page. This page serves to get messages and notices out quickly to the village to those that engage with this platform. At present the page has 218 followers and has reached out to 785 people over the last year with a peak of 100 in one day

The page has also been used to run spot polls to get feedback on the likes of the Gym in the park project. There are more possibilities to use the Facebook page, although it is recognised that, like the website, it is only of value if people choose to visit it and like or follow to have a reaching impact without resorting to paid advertisements.



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Parish Council Noticeboards

While the Parish Council does meet its statutory requirements to post notices on a village noticeboard sited in Lewis Road, there is a desire to place something similar near to the Semele Park development as this “satellite” location has a “remote from the village”.

Newsletters

At present the Parish Council does not publish a village newsletter although content and information may be disseminated with content for the Radford Semele Sports and Social Club, and FoRGE newsletters as the Parish Council engages better with those groups.

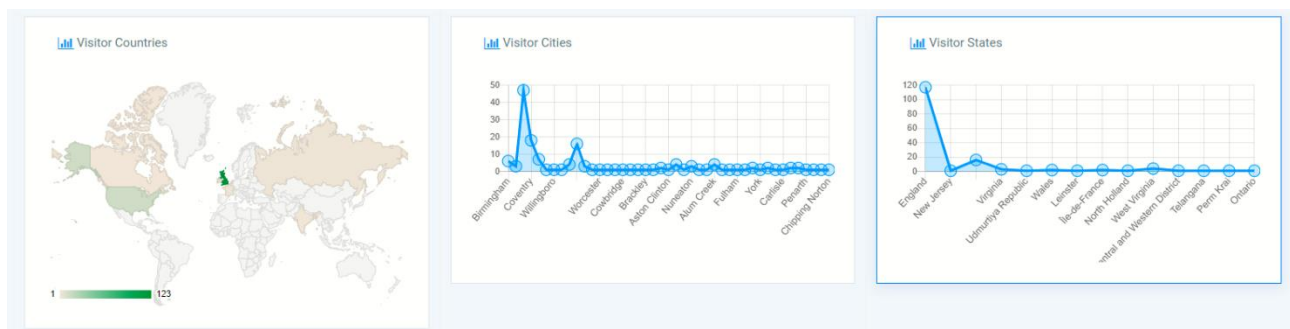
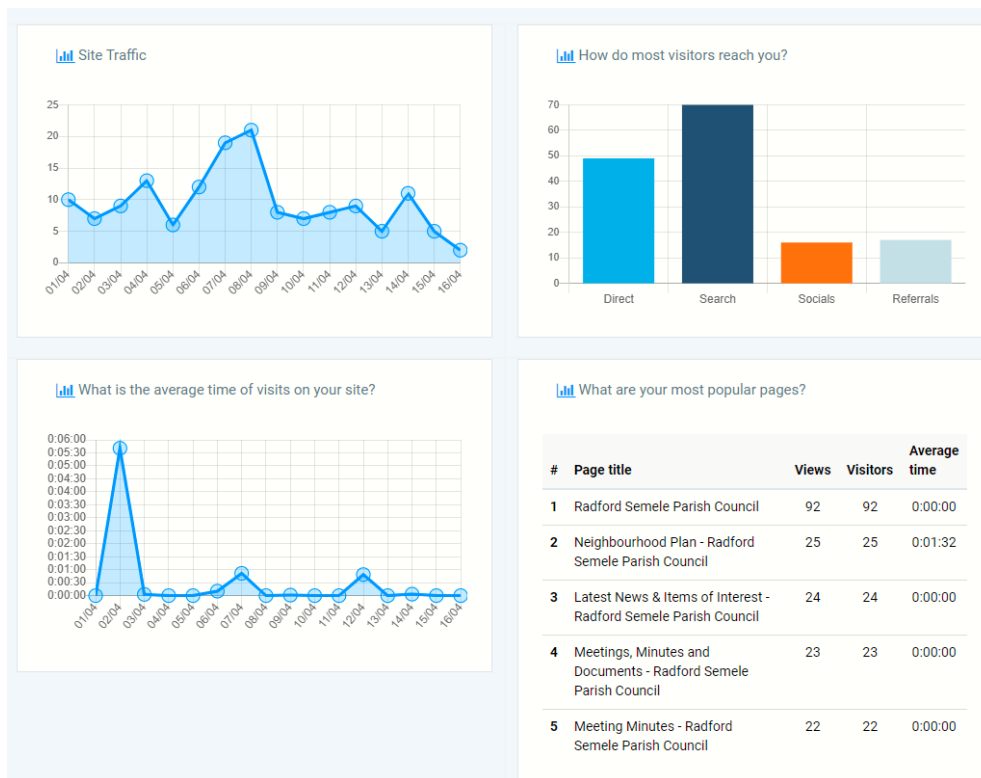
Cllr Brian Friar
Media Committee – Chair
April 2023



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Radford Semele Parish Council Website site traffic statistics.

April 2021

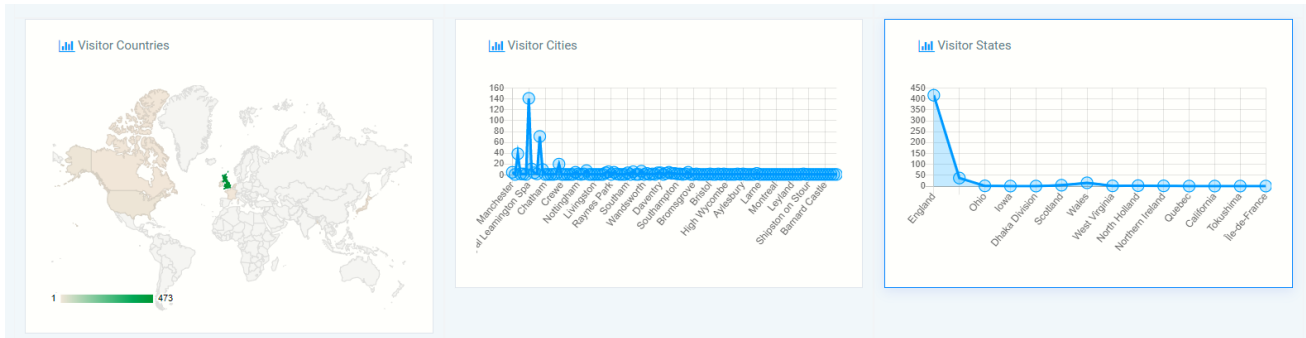
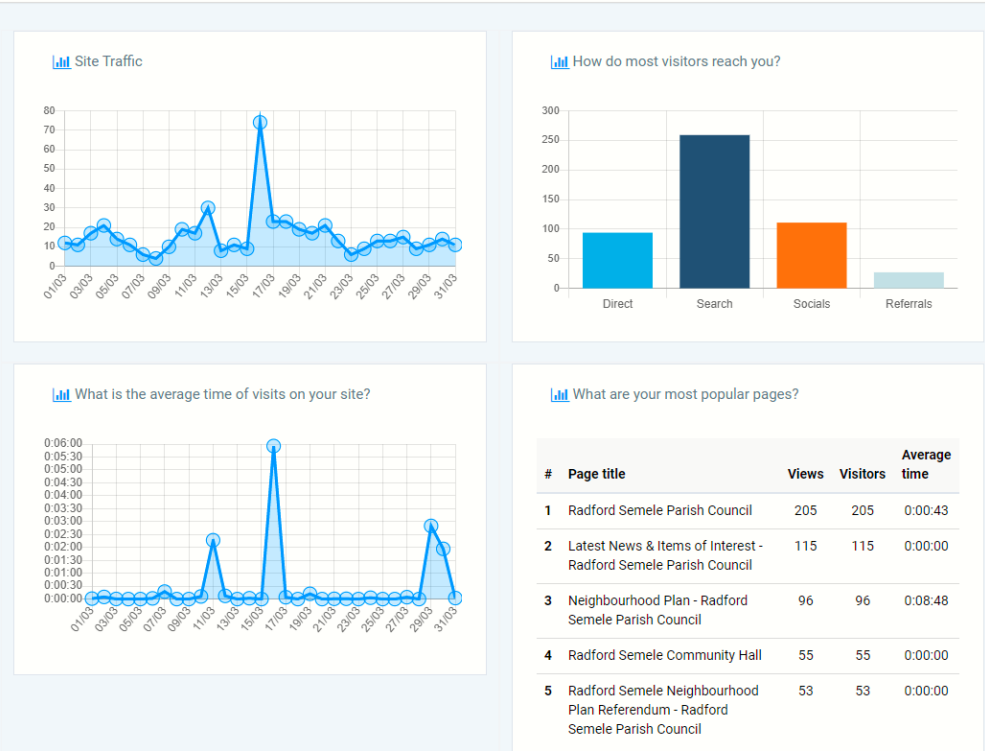




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