

Comms Update, Full Council, January 2022

Cllr James Willox

Happy New Year everyone and welcome to 2022, I hope you all had a good festive season.

December was a positive month on the comms front. There weren't too many posts, but the ones we did were received well and really showcased the good things the council does.

We started off with Small Business Saturday which admittedly didn't catch fire like I hoped it would, but everything has learnings, and we can do better on that in 2022. I'd really like the Council to think about working closer with and supporting local businesses in 2022. I note West Lindsey have started doing a 'Business of the week' section on their social media. Maybe this is something we can look at going forward.

We followed that up with promoting the first meeting of the 'Saxilby Waterfront Festival 2022' Task and Finish Group and I look forward to working with the group going forward towards the festival in June, to promote it as much as we can and help to make it a great success.

As we headed towards Christmas our final big posts of the year revolved around the installation of new street furniture on Bridge Street. We split this into two posts, one about the noticeboard and gateway sign, followed the next week by one about the new bench. At the time of writing, across our social media channels these posts have had a combined reach of 6112 accounts, which is incredible. They were two of our most popular posts of the year, with lots of likes, reactions, and positive comments. A top-class way to end the year.

As we head into 2022 there are some priority posts we really need to get out and on-top of early on. These include a public update on the bar project (we know why the tender document is being held up, but a lot of people won't and as we discussed at Full Council in December, this needs highlighting), a post around Westcroft Green and plans for it going forward, an update on the Bridge Street toilets as this keeps rearing its head and needs clearing up and lots of other things too.

Comms had a good year in 2021, it's my aim is to make it even better in 2022.