

Comms Update, Full Council, March 2022

February was a busy month for Comms, with 17 posts going out during the month, this despite having a quieter week during half term for obvious reasons.

Out of all these posts, the most important one was the last one we put out before writing this paper, our tribute to Councillor Ives. I was pleased to work closely with our Assistant Clerk and Cllr Hillman on this and hopefully we paid a fitting tribute to him, the full piece can be found on our website now. It was nice to see so many nice comments flooding in about him from members of the public too.

February also saw a big push on social media for our cricket offerings and I make no apology for this. It's an important thing to me and it should be an important thing to all of us, plus we're not neglecting other things in favour of this, they sit alongside other posts nicely.

We also shared the link for stallholders to express an interest in having a stall at the 2022 Waterfront Festival and I'm pleased to say that at the time of writing there have been 28 individual link clicks to the sign-up page, so hopefully they translate into a good number of stalls for the festival.

As storm Eunice approached, we shared a post informing people of the unfolding situation, with advice attached to help people make it through what was a pretty stormy few days.

There was also the Queen's Green Canopy location suggestions post, which didn't gain as much traction as I would have hoped, despite multiple shares across all village forums. However, we did have several suggestions which were returned to Planning committee in mid-February.

There were also opportunities to highlight new things around the village, such as new trees at St Botolph's Gate and a new bench in the Graveyard, which gave us the opportunity to publicly thank the family who had donated the funds for the bench, which was very gratifying.

I was disappointed that the admins of the Ingleby View Facebook group chose to decline some of our posts into their group this month. The aim of posting into that group is to reach people who may be new to the village and provide them with updates about what is going on in the village and let them know about things they can get involved in, such as the waterfront festival. I have messaged the admins for some clarity on the situation and await their response.

As we head into March, we'll have weekly posts for stall holders until it's booked up, weekly All Stars, Dynamos and Women's Cricket posts, posts about the returning waterfront volunteer days and lots of other things besides.