

## Comms update, Full Council, April 2022

Since my previous Comms update, it has been an incredibly busy few weeks for our output, with 37 posts put out across the 5 weeks, including many days with multiple posts in the morning and afternoon, keeping the village up to date with what we are doing for everyone.

We have had our standard weekly posts about All Stars, Dynamos, Women's cricket and calls for stall holders for the Waterfront festival and now also for volunteers to help on the day too. Hopefully these have been successful, I believe the number of businesses interested in a stall has shot up over the past few weeks and hopefully we'll have the same success with the volunteer call too.

The most important posts of the month were the three we put out, concerning the awful situation in Ukraine, helping to highlight the things that people here could do to help those suffering so much out there, including the Disasters Emergency Committee fundraising appeal and the new 'Homes for Ukraine' scheme. I'm proud that we could hopefully do our little bit to help with the situation.

We have also advertised two volunteer days at the waterfront in the last few weeks and hopefully the publicity has helped to grow the number of people turning out to help on the Saturday mornings and I look forward to advertising future days as we go into the summer months.

It must be acknowledged that we've also had a couple of failures this month too, including, I believe, on the search for caretaker cover these posts did not garner the reach I had hoped for, and I don't think the search has been successful at this stage. But we'll take the learnings and do better advertising the next role.

Towards the end of the month, we found ourselves, yet again having to clear up misinformation on the future of the bar and what is going on. As ever it was the same few people raising the same questions and we provided what we felt was a satisfactory answer. These are the situations I find most difficult to handle online, it's so tempting to get drawn into a full-blown debate, but we as a Comms Team do our best to provide the facts and leave it at that, people can debate and spread misinformation if they want, we will never convince everyone that what we're putting out there is fact.

As we head into April, yet again we have much planned, why just this week we've got the reopened Bridge Street toilets, new signs on Bridge Street and a volunteer morning follow up. We'll also be providing a public update on our discussions with

Island Green Power about solar panels and potential community benefits, so keep your eyes peeled for that.

We'll also be advertising the upcoming Annual Parish Meeting, both digitally and in paper form in the Foss Focus and on the noticeboards. Given we'll be agreeing Council priorities for the coming year at Full Council this week, I believe it would be good to do a post covering these priorities and explaining why these have been chosen.

Have a great month everyone and Happy Easter.