



Town Hall | 61 Newland Street | Witham | CM8 2FE
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witham.gov.uk

AGENDA

Meeting of: **Community Committee**

Date: **Monday, 1st June 2026** Time: **7:30 p.m.**

Place: **Council Chamber, Town Hall, Newland Street, Witham, CM8 2FE**

Members are hereby summoned to attend the above Meeting to transact the following business. Members are respectfully reminded that each item on the Agenda should be carefully examined. If you have any interest, it must be duly declared.

To be present: Councillors

J.C.	Coleman	(Chair)	L.	Headley
P.	Heath	(Vice Chair)	R.	Playle
E.	Adelaja		J.	Robertson
L.	Barlow		A.	Sloma
B.	Fleet		E.	Williams

Nikki Smith
Town Clerk
NS/GK27.5.2026

1. APOLOGIES FOR ABSENCE

To receive and approve apologies for absence.

2. MINUTES

To receive the Minutes of the Meeting of the Community Committee held 24th February 2026 (previously circulated).

3. INTERESTS

To receive any declarations of interest that Members may wish to give notice of on matters pertaining to any item on this agenda.

4. QUESTIONS AND STATEMENTS FROM THE PUBLIC

An opportunity to enable members of the press and public present to comment.

Order Note: A maximum of 30 minutes is designated for public participation time with no individual speaker exceeding three minutes unless otherwise granted an extension by the Chair under Standing Order 3(F) & 3(G).

5. GUEST SPEAKER

An opportunity for the Committee to hear from the selected guest speaker ahead of question and answer session.

Note: The chosen speaker for this Meeting is Olasoji Akinniyi from Community 360.

6. ESSEX POLICE

An opportunity to receive any updates concerning local criminal matters and hear from any officers in attendance.

7. GRANT AID PROJECT REVIEW

To receive project reviews from –

- (i) 2nd Boys Brigade attached at page 4.
- (ii) 7th Witham Guides attached at page 5.

8. COUNCILLOR GRANT SCHEME POLICY

To receive and approve the amended Councillor Grant Scheme Policy attached at page 6.

9. TOWN CLERK'S REPORT

To receive a verbal report from the Clerk on matters arising.

10. COMMUNITY COMMITTEE INCOME, EXPENDITURE AND BUDGET REPORT

To receive the Community Committee Income and Expenditure reports from 1st April 2025 to 31st March 2026 and 1st April to 30th April 2026 attached at page 10.

11. HIGH STREET SAFARI TRAILS

To receive a report attached at page 12.

12. EVENTS EMR

To receive a report on the Events EMR attached at page 14.

13. COMMUNITY ENGAGEMENT APP

To consider a community engagement app, attached at page 15.

14. SOCIAL MEDIA

To receive social media statistics attached at page 17.

15. EXCLUSION OF THE PRESS AND PUBLIC

At this point, the Chair will move the following resolution: Under the Public Bodies (Admissions to Meetings) Act 1960 S.1(2) and in accordance with Standing Order 3(d), the press and public should be excluded from the remainder of the meeting due to the confidential nature of the business to be transacted.

16. INFORMATION CENTRE

To receive a report from the Information Centre Manager attached at page 18.

17. S106 SUSTAINABLE TRANSPORT

To receive a report attached at page 20.

Witham Town Council

Agenda Item 7(i)

Project Review Report

Name of organization – 2nd Witham Boys' Brigade

Position in organisation - Trustee

Project Details

Project title – BB Inclusion Project

Project – to keep minibus on the road, to provide support to families of those in need and provide programme largely at no cost to them.

Actual start and finish date –

What was the total cost of project – £588.10

Breakdown of how grant was spent – Mini bus was taxed, laser tag payment enabled two young people to attend who would not have afforded to go, deposit helped to fund others for this full age group family outing.

If there were any discrepancies between how the grant was spent and what was on the application form, please explain why – None

Do you believe the project to be a success? If so how was this success measured? Yes it did and the funding helped to keep the work going.

How many people benefited from this project both directly and indirectly? 130

What lessons do you feel were learnt during this process?

Back to Agenda

Witham Town Council

Agenda Item 7(ii)

Project Review Report

Name of organization – 7th Witham guides

Position in organisation – Guide Leader

Project Details

Project title – Trip to Paris

Project Location – Paris

Actual start and finish date – 30.10 – 2.11.2025

What was the total cost of project – £15,445.00

Breakdown of how grant was spent – £500 grant was spent on reducing cost of trip across 34 girls

If there were any discrepancies between how the grant was spent and what was on the application form, please explain why – No

Do you believe the project to be a success? If so how was this success measured? Amazing success. Girls had experience of travelling independently, a new culture, new food and evening activities

How many people benefited from this project both directly and indirectly? 34 girls and 5 adults

What lessons do you feel were learnt during this process? As adults in the planning, organizing and leading an international trip. The girls learnt a valuable life lesson

Back to Agenda

Councillors' Grant Scheme Awarding Policy



Policy Overview

Witham Town Council is committed to supporting local community projects that enhance the lives of residents. Each Councillor is allocated £500 per year to fund projects that benefit their ward.

The scheme is intended to provide small, flexible grants that support local priorities while ensuring fairness, transparency, value for money and compliance with the Council's duties, including the Best Value Duty and relevant grant-making guidance.

Who Can Apply?

Eligible groups include:

- Registered Charities
- Constituted 'not for profit' Community or Voluntary Groups
- Social Enterprises
- Village Hall and Recreation Ground Committees
- Town & Parish Councils (for projects beyond their statutory obligations)
- Schools (for community-benefiting projects)

Applicants must normally be based in, or deliver clear and demonstrable benefit to, residents of Witham.

Who Cannot Apply?

Ineligible groups include:

- Informal Groups
- Individuals
- Private Businesses
- Profit-making organisations

In addition, the Council will not fund:

- Party-political activities or campaigns.
- Activities which primarily promote religious doctrine (faith-based organisations may apply for community projects that are open to all).

Repeat access restriction:

Once an organisation (including any of its branches or affiliated entities under the same governing body) has received a grant from the Councillors' Grant Scheme, it will be ineligible to receive a further grant from this Scheme for a period of two full financial years, regardless of which Councillor wishes to support the application.

Councillors must check previous awards to ensure that organisations are not awarded consecutive-year grants contrary to this restriction. This restriction is intended to broaden the reach of the Scheme, avoid over-reliance by a small number of organisations, and ensure equitable distribution of public funds across the community.

Grant Details

- **Grant Amount:** Each Councillor can award between £100 and £500 for each project.
- **Funding:** 100% funding is available; no match funding is required.
- **Application Timing:** Applications can be submitted at any time.
- **Decision-Making:** Your local Ward Councillor(s) will recommend grant requests for approval. Contact details for your Ward Councillor can be found at www.witham.gov.uk/councillors.
- **Multiple Contributions:** Several Councillors can contribute to a single project, allowing for larger grants.
- **Project Location:** Councillors may fund projects outside their ward if it benefits residents within their ward.
- **Funding Duration:** Grants must be spent within 6 months of approval, with a possible extension to 12 months in certain cases.
- **Advertising:** Groups/organisations are asked to advertise that the Town Council has awarded funding.

Where a project could be funded from more than one Council grant scheme, officers may advise applicants which scheme is most appropriate; double-funding of the same costs from different Council grants is not permitted.

Application Process

To apply, your organisation must:

- Be a formally governed 'not for profit' organisation with a written governing document (e.g., Constitution, Trust Deed).
- Have a UK bank account in the organisation's name.

Applications must be made on the Council's standard application form for this Scheme and submitted with any supporting information requested (for example, a recent bank statement and copy of the governing document) to enable appropriate checks to be made.

Officers may request further information or clarification where necessary to support proper decision-making; failure to provide this may result in the application not being progressed.

Eligible Expenditure

Grants can fund:

- Capital costs (e.g., building improvements, playground equipment)
- Revenue costs (e.g., salaries, training fees)

Ineligible Expenditure

Grants cannot fund:

- Recoverable VAT
- Depreciation
- Bank charges or loan repayments
- Retrospective costs
- Projects that primarily benefit individuals

Transparency and Reporting

- **Publicity:** All awards will be published on the council's website, with no personal information disclosed.
- **Monitoring:** Successful applicants must complete a monitoring form detailing project outcomes within 6 months of receiving the grant. Receipts for all expenditures must be provided.
- The Council will require as a condition of grant, the organisations to advertise the fact that grant aid has been provided by the Council.

Details of grants awarded under this Scheme, including date, amount, recipient and purpose, will be published in line with the Local Government Transparency Code 2015 and any other applicable transparency requirements.

Legal and Compliance

Organisations must comply with all relevant legal, health and safety, and safeguarding requirements. Projects should be accessible to all sectors of the community.

Grant recipients must retain appropriate financial and project records for inspection if requested and must notify the Council promptly of any significant issues affecting delivery of the project.

Additional Information

- **Data Protection:** The council will handle personal information in accordance with data protection laws.
- **Elections:** No grants will be processed during election periods.
- **Councillors Interests:** If it is felt that there is a conflict of interest with the Ward Councillor recommending the grant for approval and the beneficiary the grant will be refused.

By applying for a Councillors' Community Grant, applicants confirm that the information provided is accurate and that the grant will be used solely for the stated purposes. Applicants also confirm that they will comply with the conditions of grant and will notify the Council of any material changes to the project or organisation that could affect the use of the grant.

The following is to be added **If, by the final meeting of the Community Committee in a Civic Year, any part of the Councillor Grant Fund remains unspent, the Committee may resolve that the remaining**

balance be transferred to an Earmarked Reserve and carried forward for inclusion in the following financial year's Community Grant Fund. End of addition.

If further information regarding any aspect of the Council's Grants Policy is required, please contact Finance Assistant, on 01376 520627 or finance@witham.gov.uk

Agreed at Minute 62, Community Committee Meeting held 28.2.2023

Reviewed: 24.02.2026

Next review Date: February 2028

POLICY NO: WTC/061 – COMMUNITY COMMITTEE

[Back to Agenda](#)

Summary of Receipts and Payments

Cost Centre 2 (Between 01/04/2025 and 31/03/2026)

Agenda Item 10

Community

Code	Title	Receipts			Payments			Net Position
		Budgeted	Actual	Variance	Budgeted	Actual	Variance	+/- Under/over spend
23	Information Sales Income	65,000.00	52,514.89	-12,485.11				-12,485.11 (-19%)
24	Witham Festival Income	1,500.00	2,876.00	1,376.00				1,376.00 (91%)
25	Music Event	1,500.00	1,547.70	47.70				47.70 (3%)
26	Dog Show	1,000.00	1,634.50	634.50				634.50 (63%)
27	Witham Pride	500.00		-500.00				-500.00 (-100%)
28	Teddy Bear's Picnic	50.00	50.00					(0%)
29	Christmas Events	1,500.00	9,878.60	8,378.60				8,378.60 (558%)
30	Community Team - Salaries, NI & LGPS				84,728.00	72,884.39	11,843.61	11,843.61 (13%)
31	Town Clock				1,500.00	1,633.00	-133.00	-133.00 (-8%)
32	Christmas Decorations				13,000.00	12,926.74	73.26	73.26 (0%)
33	Information Centre Stock				55,000.00	43,113.74	11,886.26	11,886.26 (21%)
34	Information Centre & Administration				3,000.00	2,752.82	247.18	247.18 (8%)
35	Community Grant Aid				12,000.00	10,680.00	1,320.00	1,320.00 (11%)
36	Carnival Grant				8,000.00	8,000.00		(0%)
37	Citizens Advice				10,000.00	10,000.00		(0%)
38	CCTV				14,000.00	6,000.52	7,999.48	7,999.48 (57%)
39	Community Safety				1,500.00	184.00	1,316.00	1,316.00 (87%)
40	Community Special Constables Expenses				5,000.00	2,717.78	2,282.22	2,282.22 (45%)
41	Witham Train Memorial				500.00	500.00		(0%)
42	Community Special Constable Recruitment				1,000.00	516.16	483.84	483.84 (48%)
43	Other Community Support				1,500.00		1,500.00	1,500.00 (100%)
44	Witham Dog Show				2,500.00	2,786.63	-286.63	-286.63 (-11%)
45	Witham Street Entertainment Festival				23,000.00	28,934.78	-5,934.78	-5,934.78 (-25%)
46	Remembrance				1,000.00	808.50	191.50	191.50 (19%)
47	Twinning				500.00		500.00	500.00 (100%)
48	Halloween Event				2,200.00	2,364.18	-164.18	-164.18 (-7%)
49	Music Event				10,000.00	9,704.04	295.96	295.96 (2%)
50	VE Day				2,500.00	2,684.00	-184.00	-184.00 (-7%)
51	VJ Day				1,000.00	1,000.00		(0%)
52	Christmas Events & Tree				4,500.00	8,600.44	-4,100.44	-4,100.44 (-91%)
53	Easter Quest				1,650.00	1,817.40	-167.40	-167.40 (-10%)
54	New Events & Events Improvment				1,500.00	1,396.95	103.05	103.05 (6%)
55	Silver Cinema				300.00	109.11	190.89	190.89 (63%)
126	Witham Summer Fayre							(N/A)
SUB TOTAL		71,050.00	68,501.69	-2,548.31	261,378.00	232,115.18	29,262.82	26,714.51 (8%)

Summary

NET TOTAL	71,050.00	68,501.69	-2,548.31	261,378.00	232,115.18	29,262.82	26,714.51
V.A.T.					10,514.75		
GROSS TOTAL		68,501.69			242,629.93		

Summary of Receipts and Payments

Cost Centre 2 (Between 01/04/2026 and 30/04/2026)

Community

Code	Title	Receipts			Payments			Net Position
		Budgeted	Actual	Variance	Budgeted	Actual	Variance	+/- Under/over spend
23	Information Sales Income	65,000.00	3,009.01	-61,990.99				-61,990.99 (-95%)
24	Witham Festival Income	1,500.00		-1,500.00				-1,500.00 (-100%)
25	Music Event	1,500.00	40.00	-1,460.00				-1,460.00 (-97%)
26	Dog Show	1,000.00	290.00	-710.00				-710.00 (-71%)
28	Teddy Bear's Picnic	50.00		-50.00	1,000.00		1,000.00	950.00 (90%)
29	Christmas Events	1,500.00	320.00	-1,180.00				-1,180.00 (-78%)
30	Community Team - Salaries, NI & LGPS				127,674.00	9,962.31	117,711.69	117,711.69 (92%)
32	Christmas Decorations				13,000.00		13,000.00	13,000.00 (100%)
33	Information Centre Stock				55,000.00	905.37	54,094.63	54,094.63 (98%)
34	Information Centre & Administration				3,000.00	203.60	2,796.40	2,796.40 (93%)
35	Community Grant Aid				12,000.00		12,000.00	12,000.00 (100%)
36	Carnival Grant				8,000.00		8,000.00	8,000.00 (100%)
37	Professional Advice Support Fund				10,000.00		10,000.00	10,000.00 (100%)
38	CCTV				14,500.00		14,500.00	14,500.00 (100%)
39	Community Safety				1,500.00		1,500.00	1,500.00 (100%)
40	Community Special Constables Expenses				5,000.00		5,000.00	5,000.00 (100%)
41	Witham Open Garden				750.00		750.00	750.00 (100%)
42	Community Special Constable Recruitment				1,000.00		1,000.00	1,000.00 (100%)
43	Other Community Support				1,500.00		1,500.00	1,500.00 (100%)
44	Witham Dog Show				2,500.00	551.20	1,948.80	1,948.80 (77%)
45	Witham Street Entertainment Festival				23,000.00	1,750.00	21,250.00	21,250.00 (92%)
46	Remembrance				1,000.00		1,000.00	1,000.00 (100%)
48	Halloween Event				2,200.00		2,200.00	2,200.00 (100%)
49	Music Event				10,000.00	29.16	9,970.84	9,970.84 (99%)
52	Christmas Events & Tree				5,250.00	497.30	4,752.70	4,752.70 (90%)
53	Easter Quest				1,700.00	500.00	1,200.00	1,200.00 (70%)
54	New Events & Events Improvment				1,500.00		1,500.00	1,500.00 (100%)
55	Silver Cinema				300.00		300.00	300.00 (100%)
126	Witham Summer Fayre		90.00	90.00	1,500.00		1,500.00	1,590.00 (106%)
SUB TOTAL		70,550.00	3,749.01	-66,800.99	302,874.00	14,398.94	288,475.06	221,674.07 (59%)

Summary

NET TOTAL	70,550.00	3,749.01	-66,800.99	302,874.00	14,398.94	288,475.06	221,674.07
V.A.T.					483.70		
GROSS TOTAL		3,749.01			14,882.64		

[Back to Agenda](#)



ITEM NO: 11

Officer Report: High Street Safari Trails**Purpose of report**

To inform members about the delivery of three themed High Street Safari trails during 2026, funded by Indaver, and to outline the proposed themes, locations, costs and anticipated community benefits. High Street Safari describes its product as a family-friendly trail format suitable for town centres, parks and heritage locations, typically built around 10 trail points with QR-enabled interaction and supporting marketing materials.

Background

The Town Council is planning a programme of three themed community trails to be delivered across key school holiday periods in 2026. The intention is to provide free, accessible activities for families and children, encourage use of public spaces and the town centre, and create additional reasons for residents and visitors to spend time in Witham during holiday periods.

High Street Safari states that its trails are designed to be simple to set up, flexible in format and suitable for a range of public-facing locations. The package includes trail content, marketing materials, a branded map page and post-event analytics, which makes it suitable for a programme delivered over several points in the year.

Proposal

The Town Council will be delivering the following three trails:

- **Summer of Football** – to run across the six weeks of the summer holidays, linked to the World Cup, across the Council's open spaces.
- **The Cat in the Hat** – to run from the middle of October to the middle of November (including half term), using a mixture of open spaces and town centre locations.
- **The Grinch** – to run from the first week in December to the first week in January (including the Christmas holiday period) along Newland Street, using buildings including the Library and Town Hall.

High Street Safari advises that trails can be adapted to different settings and can be delivered through outward-facing displays and QR-linked trail points, making the format suitable for both open spaces and building-based.

Delivery arrangements

The Summer of Football trail would be positioned across the Council's open spaces to encourage outdoor participation during the summer holidays. The Cat in the Hat trail would use a mixed model, combining open space locations with town centre stops. The Grinch trail would be concentrated along Newland Street and on prominent buildings such as the Library and Town Hall, helping to animate the high street during the Christmas period.

According to High Street Safari, the standard offer includes a marketing toolkit, digital trail infrastructure, branded map access and post-event reporting, and its trails are generally structured around 7 stops or characters for

participants to find. The trail format is designed to be contactless and easy to access, with participants scanning QR codes as they complete the experience.

Community impact

The proposed programme would provide three free family activities spread across the year and across different parts of the town. This supports the Council's wider community engagement aims by creating visible, seasonal activities that encourage participation, exploration and repeat visits to local spaces.

The events would also offer positive use of the town centre and open spaces during school holiday periods. Promotion would be undertaken through the Town Council's social media channels, local schools, local press and the Information Centre, with leaflet distribution to raise local awareness.

Financial implications

The cost will be met by Indaver.

Equality and accessibility implications

The trails are intended to be free and open to all. In planning routes and locations, officers should consider accessibility, including step-free access where possible, safe walking routes, readable printed materials and ensuring that families without strong digital confidence can still participate through clear signage and simple instructions.

Impact Assessment

The Town Council has a statutory duty to consider the effects of its decisions on biodiversity, and crime and disorder in the area.

- (a) Biodiversity – Subject to sensible placement and temporary installation methods, the proposal is considered to have a neutral impact on biodiversity.
- (b) Crime and disorder – The proposal is considered to have a neutral impact on crime and disorder.

Advice:

To receive and note

[Back to Agenda](#)



ITEM NO: 12

Officer Report: Events EMR Movements 2025-2026

The opening balance of the Events EMR at 1st April 2025 was £6,410.07, the following movements were completed in 2025-2026-

Description	Movement	Balance
Overspend on VE Day	-£184.00	£6,226.07
Underspend on Remembrance Parade	+£191.50	£6,417.57
Overspend on Halloween Trail	-£352.83	£6,064.74
Underspend on Witham Music Festival	+£344.32	£6,409.06
Overspend on Witham Street Entertainment Festival	- £5,934.78	£474.28
Underspend from Witham Dog Show	+ £373.42	£847.70
Extra income generated at Christmas Market	+£1,278.16	£2,125.86
Moved £1,000 Community Safety and £1,500 Other Community Support to fund two Christmas parties	+ £2,500	£4,625.86
Moved £1,500 Civic Receptions, and £1,500 Christmas Expenses to fund free summer holiday football sessions, an opening event for Witham Community Centre and an additional teenage entertainment initiative	+ £3,000	£7,625.86
Moved from the Community Grant Scheme Budget to facilitate Green Space Games sessions over summer holidays	+ £1,320	£8,945.86
Underspend of Councillor Grant Scheme	+ £2,100	£11,045.86
Road closure training for event marshal	-£100	£10,945.86
Aluminium lectern frame for rail memorial	-£270	£10,675.86
Dog Show 2025 marshal & PAYE & NI	-£165	£10,510.86
Petting Zoo for Teddy Bears Picnic	-£650	£9,860.86
D Day entertainment	-£151.53	£9,709.33

Advice:

To receive and note

[Back to Agenda](#)



ITEM NO: 13

Officer Report: Community Engagement App
Purpose

This report sets out a case for introducing a community engagement app to support resident communications, local information, and service signposting for Witham Town Council. The strongest immediate benefit is the ability to build a resident notification channel for event reminders, ticket releases, beat surgeries, path closures, and other time-sensitive updates, which is one of the main advantages highlighted for council apps over websites alone.

Strategic case

The Society of Local Council Clerks describes Aubergine's community engagement app as a relatively low-cost platform designed to support modern community engagement, and notes that an app stays with the user on their device and allows councils to push information and messages directly to residents. This matters because websites are effective as reference points, but an app adds a proactive communication tool that can increase awareness of events, notices, and local services at the right moment.

Suggested content model

The proposed app content can be grouped into three practical categories.

Category	Suggested items	Rationale
Unique to app	Community noticeboard, push notifications, selected downloadable leaflets where app-only access is acceptable	Best used for time-sensitive updates and content that benefits from alerts or quick mobile access.
Links to website pages	The Voice, Community Centre booking, schools and nurseries, places of worship, list of services, contact forms, booking links	Keeps the app concise and avoids maintaining the same detailed information in two places.
App and website overlap	News, events, FAQs, reporting, town trail, sculpture trail, community groups	Suitable where residents may discover information either through search engines or the app, while notifications drive traffic and engagement.

Feature fit

Examples from other councils suggest the proposed use cases are realistic. The Higham Ferrers Town Council app store listing says the app provides news, events, and information, and allows users to receive notifications through the app settings. The Raunds Town app listing similarly states that residents can receive app notifications with updates, which supports the proposal to use notifications for events, releases, and operational notices.

The suggested features for Witham align well with that pattern:

- Town trail and river walk sculpture trail can work well as app content because location-based or trail-style material is naturally suited to mobile use; if trail text already sits on the website, the app can either link through or present a shorter in-app guide with downloadable leaflet access.
- Whetmead, JCW, commemorative bench, and dog bin leaflets are good candidates for either app-hosted downloads or website links, depending on how often they change and whether the council wants a single source of truth.
- Events and news are particularly well-suited to the app because they gain the most value from push notifications and quick access on mobile devices.
- Community groups, noticeboard content, schools, nurseries, playgroups, places of worship, and council services are useful as signposting content, but should be reviewed regularly so that links stay current.
- FAQs, reporting, and contact details are strong service features because they help residents self-serve before contacting the office, reducing friction and improving access to council information.

Recommended structure

A practical structure for launch would be:

1. **Priority launch features:** notifications, events, news, contact us, reporting, community noticeboard, and key leaflets.
2. **Phase two features:** town trail, sculpture trail, The Voice access, directory-style lists, FAQs, and expanded service signposting.
3. **Governance:** agree which content is app-only, which is website-only, and which is duplicated; assign an owner for each section; and review external links on a routine schedule.

This phased approach keeps the first release focused on the strongest use case, which is building a resident subscriber base for notifications, while allowing other sections to be added without creating an immediate maintenance burden.

Costs

Year 1 £1795 + VAT for both Apple & Android apps with full training.

Year 2 onwards: £400 + VAT per year for apps' hosting & support.

Impact Assessment

The Town Council has a statutory duty to consider the effects of its decisions on biodiversity, and crime and disorder in the area.

- (a) Biodiversity – The proposal is considered to have a neutral direct impact on biodiversity, with potential positive indirect impacts through improved communication about local environmental projects and responsible use of green spaces
- (b) Crime and disorder – The proposal is considered to have a neutral impact on crime and disorder, with potential positive benefits through improved promotion of police surgeries and community safety information.

Advice:

To approve the implementation of a Community Engagement App.



ITEM NO: 14

Officer Report: Social Media Report – 1st February 26 – 30th April 26

Issue:

The most popular posts on social media in the last 3 months have been:

Facebook: Witham Town Of Culture Bid – 116 likes

Instagram: Riverwalk Sculptures – 67 likes

The posts that reached the most people through the algorithms of social media:

Facebook: Lockram Lane Toilets – 33k, closely followed by the Town Of Culture 32k

Instagram: Riverwalk Sculptures– 263

Traffic on our social media pages:

Facebook

Visits to our profile: 11.1k (higher than last quarter)

Views of our content: 808.6k (than last quarter)

New followers: 190 (Up from 201 last quarter)

Total Followers: 5.048 (Up from 4,784 last quarter)

People reached: 96.2k (Up from 75k last quarter)

Instagram

Visits to our profile: 262 (Up from 253 last quarter)

Views of our content: 21.5k (Up from 14.2k last quarter)

New followers: 40 (Even with 40 last quarter)

Total Followers: 1017 (Up from 994 last quarter)

People reached: 1.4k (Even with 1.4k last quarter)

We post daily Monday to Friday, promoting WTC events and any other WTC initiatives. On Wednesday's we post or share something wildlife related to promote the River Walk, Whetmead or James Cooke Wood, and we have started to create more interactive posts with music or videos which seem to grab more attention, Thursdays we post anything relevant to the weekend, e.g. Sunday Cinema and on the first of each month we post the upcoming meetings for that month. We also share anything that is relevant to the community, such as information from Essex Police

The last few months have included our very popular Easter Trail and the uploaded photographs of this have proven very popular which help to boost our social media figures.

Advice:

To receive & note