

## Agenda Item 3

### For information - Marketing and Communications Update

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#### Summary

This report will focus on our events plan and building on the work that we reported on in February, will look at slight changes that we are planning to make to our social media strategy.

Two elements of our work to focus on at this meeting will be our upcoming events and a review and likely subsequent tweak to our social media strategy. We will also provide a brief insight into how our new website is performing.

#### Social Media Review

Periodically it's important to look at how we are performing in terms of reach and engagement to ensure that we are getting the best use out of the tools available to us working within our broader Communication Strategy. We are currently reviewing our Social Media Strategy which very broadly means that we will be looking at trends, at our content, engagement, reach and identify audiences. It is clear to us already that there are number of areas where we would like to make changes.

Social media is a double-edged sword. It is something that we can't do without although sometimes we might wish to as it takes up a lot of time. But it will also reach audiences that other methods won't so it is important across the board for any communication team. Our social media's main object is to drive traffic to our website, and residents and visitors alike toward press releases, meetings and event opportunities and other important information but has to work doubly hard as it is pointing to two websites.

As part of the review, we will identify what is going well, what is going less well, what changes need to be made and how to change focus. We already feel that there are gaps in our offer and are looking at creative ways to deliver those elements without the need for extra resource and not compromising on overall content. This will likely come in a number of ways: giving our feed a lighter touch which will free up time, feeding messages and requests through to the info@

We will also look at the possibility of linking our Instagram page with a currently moth-balled Discover Frome Facebook page. The thought is that this will mostly be image based and support business, events and walking and cycling through-out the town. By separating the two out it will mean a less busy Facebook feed and greater subsequent engagement and also provide many more opportunities for lovely images that showcase the town.

#### Events

There are a number of differing reasons for delivering and supporting events throughout the town. They include:

- Many of town events have huge cultural and community value, bringing people together for a shared experience
- They provide value as a keystone to our visitor offer, drawing people to the town and supporting local businesses.
- And for this reason, we support our venues in the publication of their events
- They are also an excellent way to engage with the community and share information
- Events also have the added value of ensuring that reputationally we are not the faceless council but that we are accessible and part of the rich fabric of our town
- They often meet a number of strategic objectives of the council.

A good example of this will be the two slightly modified events that we will be delivering this year: Picnic in the park in Rodden Meadow and National Play Day. They strike across our strategic objectives as they support residents to enjoy our parks and open spaces, provide a sense of community and will also deliver a platform for the Play Strategy work through Children’s Scrapstore. There will also be opportunities for our officers to discuss other elements of our work too such as tree projects and the Family Information Service.

As one of our key roles a huge amount of work goes into both delivering events and marketing them. Everything from shaping the event, health & safety, to positioning it, producing the collateral, ticketing and delivering the event on the day. As such they are always an across team effort.

Since the last Council Matters meeting, we have supported a number of different events including Women Mean Business, Starting Conversations, Seed Swap, Be part of the plan: Egford Lane, Neighbourhood Tool Kit Taster sessions, Tiny Forests and Grow on your streets.

We are now looking forward to a number of events including:

Date	Event	Where	When	Who
11 May	Solar Streets		19.00 – 20.00	FTC
27 May	Somerset Big Tent	Online	Tbc	Young Somerset
June Tbc	Discuss & Do – social media	online	Tbc	Chamber
12-20 June	Fiverfest	Town centre		FTC
26 June	Bike Jumble	FTH	9.00 – 14.30	Missing links
3-12 July	Frome Festival	Town wide		Frome Festival
11 July	Picnic in the park	Rodden Meadow	11.00 – 14.00	FTC
17 July	Lions Funday	Victoria park	12.00 – 14.00	Lions
18 July	Frome Half Marathon	Across the town		Frome Running Club
4 Aug	National Play Day	Victoria Park	12.00 – 16.00	FTC
23 Aug	Gen z Festival	Cheese and Grain	12 – 3	Purple Elephant

Sept Tbc	School Active Travel Challenge	First & Middle Schools		FTC
Sept Tbc	Accelerate	FTH		FTC
16 Sept	Discuss & Do - taking on your first employee	FTH		Chamber
19 Sept	Ride Kids Ride	The old Showfield	10.00 – 12.00	Lions
25 Sept	Carnival Fun day Fundraiser	Victoria Park	10.00 -14.00	Carnival club
Oct tbc	Climate Action Week	FTH + others		FTC
23 Oct	Apple day	The Showfield	11.00 – 14.00	FTC
5 <sup>th</sup> Nov	Community event	The Showfield	Evening	FTC
13-14 Nov	Walking Festival	Cheese and Grain	10.00 – 16.00 daily	Walkers are welcome
18 Nov	Discuss & Do – content creation	FTH	tbc	Chamber
26 November	Christmas Lights Switch On	Town centre	17.00-19.00	FTC
December	Working Christmas Lunch	FTH		FTC

Other events that we are waiting for information on to support through Discover Frome and across the noticeboards are the music programmes in the pubs, the theatre shows and The Independent which are hoping to be able to go ahead from August subject to restrictions.

Projects that we are preparing for are the wider engagements not yet timetabled around the LCWIP and School Streets. As ever this is an ever-changing feat.

### The website

The new website was launched following our last Council Matters meeting in February and is performing well. There was an increase in sessions from visitors to the site and most notably on launch week more people were looking at more pages, and the average duration session time also peaked in line with this, which is the hope from a redesign. As a direct result and (a number of tweaks) we can see that the bounce rate has now decreased and resides within the 40% bracket which is ideal and means only 40% left after visiting one page only, 60% went on to visit other pages. This suggests that people are finding the site easier to navigate and are finding what they are looking for. Our focus for the website now moves to getting the Family Information Service up and providing the best user experience possible.

Week of	Sessions	Users	Pageviews	Pages/Session	Avg. Session Duration	Bounce Rate
15-Feb	1871	1492	4605	2.46	00:02:00	56.71%
22-Feb	1853	1460	6373	3.44	00:02:36	54.88%
01-Mar	2266	1890	5804	2.56	00:01:51	64.65%
08-Mar	2056	1628	5475	2.66	00:02:18	60.75%
15-Mar	2125	1701	5245	2.47	00:02:00	60.52%
22-Mar	2297	1868	5928	2.58	00:01:52	51.07%
29-Mar	1952	1665	4356	2.23	00:01:40	66.55%
05-Apr	2650	2209	6350	2.4	00:01:19	43.50%
12-Apr	2004	1699	4766	2.38	00:01:44	48.20%