

## RUSHDEN TOWN COUNCIL

### MINUTES OF A MEETING OF THE COMMUNITY SERVICES COMMITTEE ON TUESDAY 4TH OCTOBER 2022 AT RUSHDEN HALL, COMMENCING AT 7.30PM.

Present: Councillor: Tracey Smith – Chairman

Councillors: Marian Hollomon Janet Pinnock  
Richard Lewis Adrian House,  
Paul Harley Adrian Winkle  
Joe Norris Cameron Clarke  
Melanie Coleman  
Contracts Manager: Paul Wilcox

#### **162/23 DECLARATIONS OF INTEREST**

There were no declarations of interest.

#### **163/23 APOLOGIES**

Apologies for absence were submitted on behalf of Councillors Barbara Jenney, Gill Mercer, Kaye Rawlins Carol Childs, Cesare Marinaro and David Coleman.

#### **164/23 MINUTES**

##### **RESOLVED**

That the minutes of the meeting of the Community Services Committee held on 7<sup>th</sup> June 2022 be approved and signed by the Chairman as a true record.

#### **165/23 EVENTS WORKING PARTY**

Members had been circulated with a copy of the reports from the Events Working Party meetings held on 22<sup>nd</sup> June 2022

##### **RESOLVED**

That the reports from the Events Working Party meetings held on 22<sup>nd</sup> June 2022 be appended to these minutes and any actions or recommendations contained therein, be approved.

#### **166/23 POLICING AND HIGHWAYS**

- i) Policing – No updates were given from the JAG Meeting, Members discussed the issues surrounding drug dealing in parks and open spaces. If members have any further information this to be reported through to Cllr Marian Hollomon and the Town Clerk
  
- ii) Highways – Cllr Clark raised concerns regarding lighting on the greenway and was advised to report through to NNC who have responsibility for street lighting and maintenance on the Greenway. Members discussed the new arrangements at NNC with Highways now being split from West Northamptonshire Council all issues with Highways to be reported through on the Fix My Street website for North Northamptonshire

## **167/23 COMMUNICATIONS**

Members discussed the Communications reported below and requested the following actions, Focus on increasing coverage of press releases by traditional media outlets such as local Radio stations and the evening telegraph.

It was requested future issues of Rushden Matters contain more text and less images.

### **Press Releases complete - June – September 2022**

- Rushden Celebrates and QPJ events - Facebook, Instagram, Twitter, Website, Reporter, Noticeboards, Rushden Lakes' Social Media and Website, Interpretation Boards, North Northants, Library, Rushden Matters, Beatroute Radio, Printed Programme, BBC Radio Northampton, Town App
- Armed Forces Day Bikes - Facebook, Instagram, Twitter, Website
- Party in the Park - Facebook, Instagram, Twitter, Website, Reporter, Noticeboards, Rushden Lakes' Social Media and Website, Interpretation Boards, North Northants, Library, Rushden Matters, Beatroute Radio, Printed Programme, BBC Radio Northampton, Town App, Rushden Bikes
- Mayor opening of Creative Legals - Facebook, Website, Twitter, Rushden Matters
- Sensory Garden - Facebook, Instagram, Twitter, Website, Rushden Matters, Northamptonshire Telegraph
- Bleed Box - Spencer Park - Facebook, Instagram, Twitter, Website, Rushden Matters
- Printed and Interactive Town Guide 2022 - Facebook, Instagram, Twitter, Website, Rushden Matters, Town App, Estate agents 1000 goodie bags at local events
- Love Parks Week - Facebook, Instagram, Twitter, Website
- 'What's on this Summer' Campaign - Facebook, Instagram, Twitter, Website, Noticeboards
- Green Flag Award 2022 - Facebook, Instagram, Twitter, Website, Rushden Matters winter 2022, Northants Telegraph
- Bikes for England Woman's Football win - Facebook, Instagram, Twitter, Website
- Past Mayor (Cllr Melanie Colman) Monies Raised - Facebook, Twitter, Website, Rushden Matters Winter 2022
- Classic Car show 2022- Facebook, Instagram, Twitter, Website, Noticeboards, Library, Rushden Matters, Town App, 1000 Goodie Bags,
- Promotion and cancellation of Heritage day 2022 - Facebook, Instagram, Twitter, Website, Noticeboards, Library, Rushden Matters, Beatroute Radio, Town App, 1000 Goodie Bags, Classic car show programme
- Proms in the Park 2022 - Facebook, Instagram, Twitter, Website, Noticeboards, Library, Rushden Matters, Beatroute Radio, Town App, 1000 Goodie Bags, Classic car show programme
- Bark in the Park - Facebook, Instagram, Twitter, Website, Noticeboards, Library, Rushden Matters, Beatroute Radio, Town App, 1000 Goodie Bags, Classic car show programme
- Queen's Passing (Tributes and events) - Facebook, Instagram, Twitter, Website, Noticeboards, Library, Beatroute Radio, Town App
- Rushden Fireworks - Facebook, Instagram, Twitter, Website, Noticeboards, Library, Town App, Classic car show programme
- Christmas Light Switch-on save the date - Facebook, Instagram, Twitter, Website, Noticeboards, Library, Beatroute Radio, Town App

## **Local authorities and Government Comms**

- North Northants news
- Gov info on Queen
- Latest Highways information

## **Local business and community stories**

- Freedom leisure / Northamptonshire sports
- Library
- Mind
- Evolve your future - workshops
- Wildlife Trust
- Spencer Park Junior Park Run
- General sharing of business and community messages on the business and community page

## **Future Communications**

- Rushden Matters Winter 2022
- Jubilee Park Mural
- Ascot pocket park equipment/works
- Business Networking evening and Town Consultation
- Christmas Light Switch-on continued
- Christmas Hamper Competition
- Other Christmas Festivities around the town
- Latest Local authorities and Government Comms
- Latest Local business and community stories

## **Rushden Town App**

- Over 600 businesses and community groups added to date
- 1.9k users to date / up from 1.8k in June - people have downloaded and are using the app to date
- 900 people have used the app in the last 30 days

## **Website and social media analytics report**

### **Facebook**

- **Total page followers to date:** 4,195 up from 3,839 in April
- June Reach: 51,661k
- July Reach: 34,418k
- August Reach: 25,223k
- September Reach: 24,928k

\***Reach**\* how many people have viewed an RTC content (this could be direct on our page or a post that someone has shared).

### **Popular posts**

- Jubilee photos of the town's displays for build-up - Reach: 28,255k/ Likes: 1,157 / Shares: 50 /
- Lioness Bikes Woman's Euro win - Reach: 14,786k / Likes: 992 / Shares: 47 / Link Clicks: 462
- Vandalism in the Parks part 2 - Reach: 10,715k / Likes: 49 / Shares: 7 / Link Clicks: 2,054k
- Green Flag Award - Reach: 9k / Likes: 408 / shares: 16/
- Party in the Park – Reach: 15.542K / Likes: 146 / shares: 21 /
- Bark in the park – Reach: 21k / Likes: 201 / shares: 38 /

## **Instagram**

- Total followers to date: 1,104 up from 1,042 since June
- June reach: 878
- July reach: 985
- August reach: 2,093k
- September reach: 1,311k

## **Twitter**

- 422 followers – up from 380 followers in June

## **Website**

### **June views**

- News 3k
- Events Calendar 1.6k

### **July views**

- News 1.5k
- Events Calendar 726

### **August views**

- News 2.6k
- Events Calendar 877

### **September views**

- News 2k
- Events Calendar 1.5k

## **168/23 PROVISION OF A WARM ROOM**

Members discussed the concept of providing a warm room at Rushden hall on a regular basis concerns were raised at not duplicating services currently being provided and requested the agenda item to be raised at the next Policy and Resources meeting once to ensure services were not duplicated.

## **169/23 PROJECTS AND MAINTENANCE WORK IN PROGRESS**

Members discussed a number of ward projects and the following were requested to be looked into further.

- The provision of seating at the Mallards Public Open Space.
- The Replacement of the removed spring toy at Rose Avenue Park

Chairman