**Report of the Clerk for Governance Committee September 2024**

**Newsletter Performance Report**

**Background**

# The newsletter protocol agreed by Governance (GOV2122/48) and added to the BTC Communications Protocol (November 2021) remains the foundation on which we provide the newsletter, but it was felt by the incoming Chair that a review of the newsletter would be beneficial.

In July the Chair, the Clerk and the Administration Officer met to discuss the newsletter. It was felt that the newsletter was becoming a bit too long and unwieldy and sometimes lacked focus. There was discussion about whether it is primarily reporting Council business, Baildon events and whether it is reporting on the past events or future events. The Aim of the newsletter (as per the Protocol) is “to keep residents of Baildon informed about council activities, demonstrate the achievements and work of the council, seek views where appropriate and publicise or promote Baildon events of activities in the future”.

#  Performance Report

See Appendix 1.

**Commentary on performance**

1. Newsletter stats in August do not include people who signed up to subscribe at the June Farmers’ Market. Sept stats will include them (c. 10 new subscribers).
2. August newsletter has best opening rate since February. Difficult to determine why – the top picture was a picture of the Potted Meat Stick.
3. 50% of subscribers opening the newsletter is considered very high.
4. Clicks appear low – but this is entirely contingent on how many embedded links we have included and these were few in August.
5. We conducted a newsletter survey with subscribers in July 2023. Feedback was generally very good. There is the potential to conduct another survey looking in more detail at content should we wish to.

**Conclusions and Actions**

1. The newsletter needs to be shorter to minimise the number of scrolls required to read it.
2. The newsletter is just one channel of communication – see item 9.
3. More pictures are needed to make visually attractive and the creation of a better archive of pictures is being considered.
4. Newsletter pieces need to be primarily generated by councillors and via committees
5. The generic information at the bottom of the newsletter needs slimming down and point to the BTC website
6. We need to retain a primary focus on Baildon Town Council.
7. Links to other groups and organisations mentioned within should be included as we should act as a ‘sign post’ for these groups rather than becoming the main source of information about their activities.
8. The Chair, Clerk and Admin Officer are meeting in Sept to discuss more proactive use of social media.
9. The BTC Communications Protocol is overdue for a review and once action 8 above is completed this would come to a future meeting.

**Resolution**

Governance Committee is asked to: a) note the newsletter performance report and measures being taken to improve the newsletter and b) resolve that the Communications Protocol is reviewed by the Clerk and brought back to a future Governance Committee for approval.