



**Featherstone Town Council**

Featherstone Community Centre, Victoria Street, off Station Lane, Featherstone,  
West Yorkshire, WF7 5BB

Tel: 01977 798608.

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***Regenerating Supporting & Caring for our Community by Wisdom and  
Courage***

Dear Councillor

**COMMUNICATIONS COMMITTEE**

In accordance with the Local Government Act (LGA) 1972, Schedule 12,  
paragraphs 10 (2) (b) you are summoned to a meeting of the

**COMMUNICATIONS COMMITTEE of FEATHERSTONE TOWN  
COUNCIL to be held in the GRAHAM ISHERWOOD SUITE AT  
FEATHERSTONE COMMUNITY CENTRE, VICTORIA STREET,  
FEATHERSTONE on**

**WEDNESDAY 08<sup>th</sup> APRIL 2026 AT 6PM.**

Vicky Symons  
Town Clerk

PP.

IF YOU ARE UNABLE TO ATTEND, PLEASE SUBMIT YOUR  
APOLOGIES AND REASONS TO THE TOWN CLERK PRIOR TO THE  
MEETING.

## AGENDA

| <u>Item Number</u> | <u>Description</u>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | <u>Enclosure</u> |
|--------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|
| 1                  | <b>WELCOME AND APOLOGIES</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                  |
| 2                  | <b>MEMBERS DECLARATIONS OF INTEREST</b><br><br>To receive declarations of disclosable pecuniary interests and other interests from Councillors on matters to be considered at the meeting.<br><br>The disclosure must include the nature of the interest. If you become aware, during the course of a meeting, of an interest that has not been disclosed under this item you must immediately disclose it. Whether you can remain in the meeting and the extent to which you can participate depends on the type of interest you have. |                  |
| 3                  | <b>PUBLIC PARTICIPATION</b><br><br>The meeting is to be opened for the public to address Members on matters relevant to the business of the committee. However, residents cannot take part in the main proceedings of the meeting, this is strictly limited to Councillors.                                                                                                                                                                                                                                                             |                  |
| 4                  | <b>PUBLIC BODIES (ADMISSION TO MEETINGS) ACT 1960</b><br><br>To consider, if thought fit, a resolution under the terms of the Public Bodies Admission to Meetings Act 1960 that the press and public be excluded from any part of the meeting by reason of the confidential nature of the business being transacted.                                                                                                                                                                                                                    |                  |
| 5                  | <b>MINUTES OF THE COMMUNICATIONS COMMITTEE HELD ON THE 14<sup>th</sup> JANUARY 2026</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Pages 4-6        |

|          |                                                                                                                                                                                                                                         |                     |
|----------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------|
|          | To receive and sign the minutes of the Communications Committee meeting MIN (425/26 to 435/26) held on Wednesday 14 <sup>th</sup> January 2026 and approve the contents contained therein.                                              |                     |
| <b>6</b> | <p style="text-align: center;"><b>MONTHLY BULLETIN</b></p> <p>March's Monthly Bulletin is attached to the agenda for approval.</p>                                                                                                      | <b>Page 7</b>       |
| <b>7</b> | <p style="text-align: center;"><b>ANALYTICS/STATS OF COMMUNICATION OUTLETS</b></p> <p>Attached to the agenda are reports showing the monthly comparison over the Town Council's Facebook, X, Instagram and Google Business Profile.</p> | <b>Pages 8 - 11</b> |
| <b>8</b> | <p style="text-align: center;"><b>WEBSITE</b></p> <p>Members to note that the Town Council Website has been updated with all relevant policies and procedures for the Council to comply with the transparency code.</p>                 |                     |
| <b>9</b> | <p style="text-align: center;"><b>ITEMS FOR FUTURE AGENDAS TO BE ADVISED TO THE TOWN COUNCIL ADMINISTRATOR</b></p>                                                                                                                      |                     |
|          | <b><u>CLOSURE</u></b>                                                                                                                                                                                                                   |                     |

**MINUTES OF A MEETING OF THE COMMUNICATIONS COMMITTEE OF FEATHERSTONE TOWN COUNCIL HELD IN THE COMMUNITY CENTRE, VICTORIA STREET, FEATHERSTONE ON WEDNESDAY 14<sup>TH</sup> JANUARY 2026 AT 5.30PM.**

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**Present:** Councillor H Symons, Councillor S Haslam, Councillor P Belbin, Councillor M Tennant-King, Councillor J Hutsby and Councillor D Longley.

**In Attendance:** Mrs V Symons (Town Clerk) and Miss L Murphy (Town Council Administrator)

| <b>425/26 WELCOME AND APOLOGIES FOR ABSENCE</b>                                          | <b>Action</b> | <b>Actioned By</b> |
|------------------------------------------------------------------------------------------|---------------|--------------------|
| Apologies were received from Councillor M Isherwood, S Vickers, P McIntosh and R Taylor. |               |                    |

| <b>426/26 MEMBERS DECLARATIONS OF INTEREST</b> | <b>Action</b> | <b>Actioned By</b> |
|------------------------------------------------|---------------|--------------------|
| None we declared.                              |               |                    |

| <b>427/26 PUBLIC PARTICIPATION</b>                                                                                                                                                                                                      | <b>Action</b> | <b>Actioned By</b> |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|--------------------|
| The meeting is to be opened for the public to address Members on matters relevant to the business of the committee. However residents cannot take part in the main proceedings of the meeting, this is strictly limited to Councillors. |               |                    |

| <b>428/26 PUBLIC BODIES (ADMISSION TO MEETINGS) ACT 1960</b>                                                                                                                                                                                            | <b>Action</b> | <b>Actioned By</b> |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|--------------------|
| To consider, if thought fit, a resolution under the terms of the Public Bodies Admission to Meetings Act 1960 that the press and public be excluded from any part of the meeting by reason of the confidential nature of the business being transacted. |               |                    |

| <b>429/26 MINUTES OF THE COMMUNICATIONS COMMITTEE HELD ON THE 12<sup>TH</sup> NOVEMBER 2025</b>                                                                                                                                                | <b>Action</b>                            | <b>Actioned By</b> |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------|--------------------|
| <b>It was:</b><br><br><b>RESOLVED:</b> That the Minutes of the Communications Working Party held on Wednesday 12 <sup>th</sup> November 2025 at 5.30pm be received as a true record and the contents contained therein be approved and signed. | To be placed on the Town Council website | LM                 |

| <b>430/26 ANALYTICS/STATS OF COMMUNICATION OUTLETS</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Action                                                         | Actioned By |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------|-------------|
| <p>Attached to the agenda were reports showing the monthly comparison over the Town Council's Facebook, X, Instagram and Google Business Profile.</p> <p>Members noted that moving forward the insights into X won't be available as you need an X Premium (paid) subscription to access the data at once.</p> <p>A discussion took place and it was agreed that any future reports regarding X won't be generated.</p> <p>Councillor Belbin suggested that a report be generated regarding followers rather than insights into posts.</p> <p><b>It was agreed:</b> That a report would be included monitoring the number of followers on X.</p> | To continue generating the reports and monitor followers on X. | LM          |

| <b>431/26 MONTHLY BULLETIN</b>                                                                                                                                                                                                                                                                                                                                        | Action                                                                                                     | Actioned By |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------|-------------|
| <p>Members were presented with January's monthly bulleting at the meeting.</p> <p>Councillor Haslam suggested adding a link onto the bulletin relating to the Pantomime 2026 asking members of the public for their feedback regarding the event.</p> <p><b>It was:</b> Agreed.</p> <p>That the monthly bulletin would be amended accordingly and then published.</p> | To amend January's monthly bulleting and publish on the Town Council's Social Media platforms and Website. | LM          |

| <b>432/26 WEBSITE</b>                                                                                                                                                                                                                                                                  | Action                                                         | Actioned By |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------|-------------|
| <p>Members reviewed the quotation that was attached to the agenda and noted that the current cost for the website is £330.00 per quarter.</p> <p>Members noted that the provisional approved budget for the Website is £1000.00 for 2026/2027.</p> <p>A discussion took place and,</p> | To gather information regarding alternative website providers. | LM/VS       |

|                                                      |  |  |
|------------------------------------------------------|--|--|
| <b>It was:</b> Agreed to approve the quote provided. |  |  |
|------------------------------------------------------|--|--|

| <b>433/26 SOCIAL MEDIA POLICY - AUTHORISED ADMINS</b>                                                                                                                                                                                                                                            | Action                                           | Actioned By |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------|-------------|
| <p>Members were asked to review and adopt the Social Media policy that was attached to the agenda along with any changes made at the meeting.</p> <p>A discussion took place.</p> <p><b>It was:</b></p> <p><b>RESOLVED:</b> That Town Council's Social Media Policy be approved and adopted.</p> | To place the policy on the Town Council website. | LM/VS       |

| <b>434/26 BUDGET 2026/2027</b>                                                                                             | Action | Actioned By |
|----------------------------------------------------------------------------------------------------------------------------|--------|-------------|
| <p>Members to note that no budget for Communications was set at the Precept Working Party.</p> <p><b>It was:</b> Noted</p> |        |             |

| <b>435/26 ITEMS FOR FUTURE AGENDA'S TO BE ADVISED TO THE TOWN COUNCIL ADMINISTRATOR</b>                                                                                     | Action                                                                                                          | Actioned By |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------|-------------|
| <p>Councillor Haslam requested that recording material for meetings be placed onto the next agenda and in the meantime can the office staff gather some compared costs.</p> | To ensure that any items mentioned are added to the next agenda for discussion and carry out relevant research. | LM/VS       |

| <b>CLOSURE</b>                    | Action | Actioned By |
|-----------------------------------|--------|-------------|
| The meeting was closed at 17.54PM |        |             |

# Featherstone Town Council's

## Monthly Bulletin

### March 2026 Edition



#### **Community Hero – Well Done Jacob!**

At Featherstone Town Council's Full Council meeting on Wednesday 11th March, the Deputy Mayor, Councillor Scott Haslam, was proud to present a "Mayor Says Thanks" certificate to Jacob in recognition of his fantastic actions.

Jacob showed great courage, responsibility and care for others when he responded to an incident in Featherstone. He did exactly the right thing by contacting the police and remaining calm until officers arrived. Featherstone Town Council is incredibly proud to recognise Jacob's actions and to say a big thank you for looking out for the community.

Please join us in congratulating Jacob for doing the right thing!

| Date                      | Featherstone Town Council's Upcoming Events 2026                                    |
|---------------------------|-------------------------------------------------------------------------------------|
| Saturday 4th July         | Annual Town Gala and Parade                                                         |
| Saturday 29th August      | Seaside in the Park                                                                 |
| Saturday 26th September   | Produce and Craft Show                                                              |
| Sunday 8th November       | Remembrance Sunday—in partnership with the Royal British Legion Featherstone Branch |
| Wednesday 11th November   | Remembrance Service at the War Horse                                                |
| Wednesday 25th November   | Annual Christmas Light Switch on and Parade                                         |
| Saturday 5th December     | Santa Day                                                                           |
| Thursday 10th December    | Christmas Carol Concert at St Thomas' Church                                        |
| Saturday 12th December    | Relaxed Santa Day                                                                   |
| <b>**Dates Subject to</b> | <b>Keep an eye on the Town Councils Social Media platforms, website and</b>         |

#### **Town Council Contact Details**

Email - [towncouncil@featherstone-tc.gov.uk](mailto:towncouncil@featherstone-tc.gov.uk)

Telephone - 01977 798608

Address - Featherstone Community Centre, Victoria Street, Featherstone, WF7 5BB

Scan the QR Code to the right to access the Town council's WhatsApp Channel, Website, YouTube, X (Twitter), Facebook and Instagram pages.



FACEBOOK CONTENT OVERVIEW 2025

| Month     | Views  | Content Reactions | Content Shares | Content Comments | Photo  | Link   | Text   | Reel   | Other  |
|-----------|--------|-------------------|----------------|------------------|--------|--------|--------|--------|--------|
| January   | 23,878 | 176               | 52             | 50               | 39.60% | 13.30% | 14%    | 0.40%  | 32.7   |
| February  | 23,658 | 88                | 40             | 32               | 47.50% | 4.40%  | 43.80% | 0.00%  | 4.40%  |
| March     | 14,886 | 62                | 37             | 6                | 82.80% | 2.90%  | 0.00%  | 0.00%  | 14.30% |
| April     | 18,611 | 110               | 63             | 18               | 90.60% | 9.40%  | 0.00%  | 0.00%  | 0.00%  |
| May       | 22,123 | 209               | 88             | 54               | 70.70% | 4.30%  | 0.00%  | 11.90% | 0.60%  |
| June      | 46,354 | 315               | 125            | 25               | 75.00% | 7.40%  | 8.00%  | 9.70%  | 0.00%  |
| July      | 54,220 | 340               | 95             | 56               | 48.20% | 0.00%  | 18.60% | 32.50% | 0.60%  |
| August    | 75,495 | 373               | 130            | 119              | 57.70% | 4.80%  | 11.00% | 25.60% | 0.80%  |
| September | 35,823 | 193               | 57             | 36               | 65.30% | 1.10%  | 8.50%  | 13.00% | 11.60% |
| October   | 56,708 | 191               | 44             | 106              | 85.30% | 0.60%  | 6.80%  | 2.10%  | 5.30%  |
| November  | 79,185 | 387               | 100            | 68               | 56.90% | 1.90%  | 28.90% | 5.80%  | 2.10%  |
| December  | 20,877 | 157               | 21             | 34               | 93%    | 3.10%  | 2%     | 1.20%  | 0.70%  |

FACEBOOK CONTENT OVERVIEW 2026

| Month     | Views  | Content Reactions | Content Shares | Content Comments | Photo  | Link  | Text  | Reel  | Other |
|-----------|--------|-------------------|----------------|------------------|--------|-------|-------|-------|-------|
| January   | 45,679 | 74                | 80             | 69               | 50%    | 9.90% | 38%   | 1.10% | 0.60% |
| February  | 15,601 | 36                | 32             | 12               | 92%    | 3.10% | 4%    | 1.60% | 0.40% |
| March     | 21,732 | 160               | 22             | 34               | 92.70% | 3.10% | 2.10% | 1.30% | 0.80% |
| April     |        |                   |                |                  |        |       |       |       |       |
| May       |        |                   |                |                  |        |       |       |       |       |
| June      |        |                   |                |                  |        |       |       |       |       |
| July      |        |                   |                |                  |        |       |       |       |       |
| August    |        |                   |                |                  |        |       |       |       |       |
| September |        |                   |                |                  |        |       |       |       |       |
| October   |        |                   |                |                  |        |       |       |       |       |
| November  |        |                   |                |                  |        |       |       |       |       |
| December  |        |                   |                |                  |        |       |       |       |       |

|    |                                |                    |                    |                       |              |
|----|--------------------------------|--------------------|--------------------|-----------------------|--------------|
| 1  | <b>X CONTENT OVERVIEW 2025</b> |                    |                    |                       |              |
| 2  | <b>Month</b>                   | <b>Impressions</b> | <b>Engagements</b> | <b>Profile Visits</b> | <b>Notes</b> |
| 3  | January                        | 0                  | 0                  | 0                     | No post's    |
| 4  | February                       | 0                  | 0                  | 0                     | No post's    |
| 5  | March                          | 0                  | 0                  | 0                     | No post's    |
| 6  | April                          | 112                | 2                  | 0                     |              |
| 7  | May                            | 193                | 5                  | 2                     |              |
| 8  | June                           | 94                 | 5                  | 0                     |              |
| 9  | July                           | 131                | 2                  | 1                     |              |
| 10 | August                         | 18                 | 0                  | 0                     |              |
| 11 | September                      | 0                  | 0                  | 0                     | No post's    |
| 12 | October                        | 52                 | 3                  | 1                     |              |
| 13 | November                       | 177                | 14                 | 2                     |              |
| 14 | December                       | 9                  | 1                  | 0                     |              |
| 15 |                                |                    |                    |                       |              |
| 16 | <b>X CONTENT OVERVIEW 2026</b> |                    |                    |                       |              |
| 17 | January                        | 16                 | 4                  | 1                     |              |
| 18 | February                       | 16                 | 1                  |                       |              |
| 19 | March                          | 0                  | 0                  | 0                     | No Post's    |
| 20 | April                          |                    |                    |                       |              |
| 21 | May                            |                    |                    |                       |              |
| 22 | June                           |                    |                    |                       |              |
| 23 | July                           |                    |                    |                       |              |
| 24 | August                         |                    |                    |                       |              |
| 25 | September                      |                    |                    |                       |              |
| 26 | October                        |                    |                    |                       |              |
| 27 | November                       |                    |                    |                       |              |
| 28 | December                       |                    |                    |                       |              |
| 29 |                                |                    |                    |                       |              |
| 30 |                                |                    |                    |                       |              |
| 31 |                                |                    |                    |                       |              |

|    |                                        |              |              |                     |                    |
|----|----------------------------------------|--------------|--------------|---------------------|--------------------|
| 1  | <b>INSTAGRAM CONTENT OVERVIEW 2025</b> |              |              |                     |                    |
| 2  | <b>Month</b>                           | <b>Views</b> | <b>Reach</b> | <b>Interactions</b> | <b>No of posts</b> |
| 3  | January                                | 46           | 36           | 3                   | 2                  |
| 4  | February                               | 0            | 0            | 0                   | 0                  |
| 5  | March                                  | 0            | 0            | 0                   | 0                  |
| 6  | April                                  | 42           | 37           | 2                   | 2                  |
| 7  | May                                    | 244          | 198          | 3                   | 7                  |
| 8  | June                                   | 212          | 181          | 3                   | 4                  |
| 9  | July                                   | 10,031       | 131          | 4                   | 6                  |
| 10 | August                                 | 37           | 20           | 1                   | 1                  |
| 11 | September                              | 190          | 72           | 3                   | 3                  |
| 12 | October                                | 214          | 89           | 6                   | 5                  |
| 13 | November                               | 6027         | 75           | 6                   | 5                  |
| 14 | December                               | 8458         | 82           | 5                   | 4                  |
| 15 |                                        |              |              |                     |                    |
| 16 | <b>INSTAGRAM CONTENT OVERVIEW 2026</b> |              |              |                     |                    |
| 17 | <b>Month</b>                           | <b>Views</b> | <b>Reach</b> | <b>Interaction</b>  | <b>No of Posts</b> |
| 18 | January                                | 58           | 28           | 1                   | 2                  |
| 19 | February                               | 4754         | 40           | 2                   | 3                  |
| 20 | March                                  | 15,312       | 15           | 2                   | 1                  |
| 21 | April                                  |              |              |                     |                    |
| 22 | May                                    |              |              |                     |                    |
| 23 | June                                   |              |              |                     |                    |
| 24 | July                                   |              |              |                     |                    |
| 25 | August                                 |              |              |                     |                    |
| 26 | September                              |              |              |                     |                    |
| 27 | October                                |              |              |                     |                    |
| 28 | November                               |              |              |                     |                    |
| 29 | December                               |              |              |                     |                    |
| 30 |                                        |              |              |                     |                    |
| 31 |                                        |              |              |                     |                    |
| 32 |                                        |              |              |                     |                    |

|    |                                               |                   |       |                |
|----|-----------------------------------------------|-------------------|-------|----------------|
| 1  | GOOGLE BUISNESS PROFILE CONTENT OVERVIEW 2025 |                   |       |                |
| 2  | Month                                         | Direction Request | Calls | Website Clicks |
| 3  | January                                       |                   |       |                |
| 4  | February                                      |                   |       |                |
| 5  | March                                         |                   |       |                |
| 6  | April                                         |                   |       |                |
| 7  | May                                           |                   |       |                |
| 8  | June                                          | 64                | 21    | 25             |
| 9  | July                                          | 78                | 15    | 29             |
| 10 | August                                        | 53                | 20    | 19             |
| 11 | September                                     | 55                | 15    | 26             |
| 12 | October                                       | 59                | 9     | 31             |
| 13 | November                                      | 87                | 13    | 29             |
| 14 | December                                      | 98                | 13    | 18             |
| 15 |                                               |                   |       |                |
| 16 | GOOGLE BUISNESS PROFILE CONTENT OVERVIEW 2026 |                   |       |                |
| 17 | January                                       | 71                | 14    | 35             |
| 18 | February                                      | 63                | 20    | 10             |
| 19 | March                                         | 75                | 10    | 39             |
| 20 | April                                         |                   |       |                |
| 21 | May                                           |                   |       |                |
| 22 | June                                          |                   |       |                |
| 23 | July                                          |                   |       |                |
| 24 | August                                        |                   |       |                |
| 25 | September                                     |                   |       |                |
| 26 | October                                       |                   |       |                |
| 27 | November                                      |                   |       |                |
| 28 | December                                      |                   |       |                |
| 29 |                                               |                   |       |                |
| 30 |                                               |                   |       |                |