ABERGAVENNY TOWN CUNCIL

POLICY AND RESOURCES COMMITTEE

WEDNESDAY 14TH FEBRUARY 2024

PR20/24: PRINCIPAL OFFICER’S REPORT

1. WEBSITE AND SOCIAL MEDIA REPORTS

Please find attached figures for hits/visits for the following:

Meta business suite results for August – February – Instagram and Facebook

HeyOrca Results for cross channel engagement

Website results from June – January

1. ANNUAL REPORT

The 2022/23 Annual Report has now been put onto the website in both English and Welsh, and he printed version is now in the process of being delivered to every household in Abergavenny. We are asking residents to respond to whether they wish to continue receiving a paper version, by scanning a QR code in the booklet. Shortly there will be a press release to ask residents this question, to advise the report is now available online, and going to all households.

1. EVENTS MEETING

A reminder that the online Events Meeting is on Thursday 22nd February at 5pm, where anyone involved in organising an event this year can attend. This has been advertised both in the Chronicle and online.

1. TRAINING DAY

On Saturday 17th February will be to facilitate time for the revision of the Strategy and Action Plan with Councillors, to look at what needs to be removed as it is now complete, what needs revising, and if any new suggestions need to be added. We can look at reallocation of items if necessary, and work on action pans to assist in getting items underway. There will also be time between 1pm – 3pm to go over the training needs of the Council, for all members including staff, which will likely take the form of group discussions, so we can update our training plan for the website which is now a statutory requirement to publish.