Windlesham Parish Council

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4th November 2026

To: Cllrs Malcaus Cooper, Lewis, Willgoss, Hardless, Gordon, Stevens, Harris and Wheeler

And all members of Council as nominated substitutes

You are hereby summoned to attend the meeting of the Communications Committee to be held at Lightwater Library, 83A Guildford Road, Lightwater on **9th November at 19:10** to act upon the under-mentioned business.

Yours sincerely

Joanna Whitfield
Clerk to the Council

MEETING INFORMATION

Members of the public are invited to attend this meeting or if you wish to submit any questions or comment on any of the items on this agenda without attending, please email clerk@windleshampc.gov.uk by midday on 9th November. Please note that all written submissions for public participation are limited to 150 words and where possible will be read aloud at the meeting, along with the name of the person submitting the comment. If you do not wish your name to be made public at the meeting, you must specify this to the Clerk in writing at the time of submission.

AGENDA

1. **To elect a Chairman and Vice Chairman of the Committee for the ensuing year**
2. **Apologies for absence**
3. **Declarations of interest:** Members to declare any interest, including Disclosable Pecuniary Interests they may have in agenda items that accord with the requirements of the Parish Council's Code of Conduct and to consider any requests from members for dispensations that accord with the Localism Act 2011 S33(b-e)
4. **Public question time**
5. Exclusion of the press and public. To agree any items to be dealt with after the public, including the press, have been excluded under S1(2) of the Public Bodies (Admission to Meetings) Act 1960

6. To review recent communications activities

7. Transfer of Assets Consultation update

8. Communications Officer Update

Exclusion of the press and public - To exclude members of the public, including the press, for consideration of items excluded under S1(2) of the Public Bodies (Admission to Meetings) Act 1960.

CONFIDENTIAL BUSINESS

Item 6 - To review recent communications activities

Purpose of Report

To provide Members with an update on Parish Council communications activity, following the communications update circulated in July, and to highlight key areas of resident engagement across digital and traditional media channels.

Members are asked to:

Note the communications activity undertaken during the reporting period.

Background

In July, Members received an update outlining the Parish Council's communications activity and approach to resident engagement. Since then, communications efforts have continued to focus on keeping residents informed about local issues, promoting community events, sharing service updates and encouraging engagement with Parish Council initiatives.

This report provides an overview of the key topics that have generated notable engagement, discussion and media coverage within the community during the review period.

Communications Overview

The Parish Council continues to utilise a range of communication channels including:

- Facebook
- Instagram
- Nextdoor
- Parish Council website
- E-newsletters and email campaigns
- Local press and print media
- Community noticeboards and printed materials

These platforms provide opportunities to engage with residents, share important updates and gather feedback on local matters.

Key Communication Highlights

Heritage Open Days
Generated strong engagement and positive interest in local heritage and community events.

Lightwater Flags and Hanging Baskets
Received positive feedback from residents regarding the appearance and enhancement of the village centre.

Bagshot Traffic and Infrastructure
Continued to attract significant engagement.

Bagshot Pond Updates
Regular updates remained well followed, with strong community interest in improvements and maintenance works.

Bagshot Anti-Social Behaviour Updates
Generated high levels of engagement, with residents keen to receive updates on community safety issues and actions being taken.

Print and Media Coverage

The Communications Officer remains in regular contact with a range of local and regional media publications to help promote Parish Council activities, community events and key initiatives.

During the reporting period, coverage has been achieved in:

- **Roundabout Lightwater**
- **Round & About Bagshot and Lightwater**
- **Community Ad Bagshot and Lightwater**
- **Surrey Live, including coverage of the Bagshot Chapel Open Day**
- **Windlesham Magazine**

Social Media Statistics:

Facebook Performance Overview

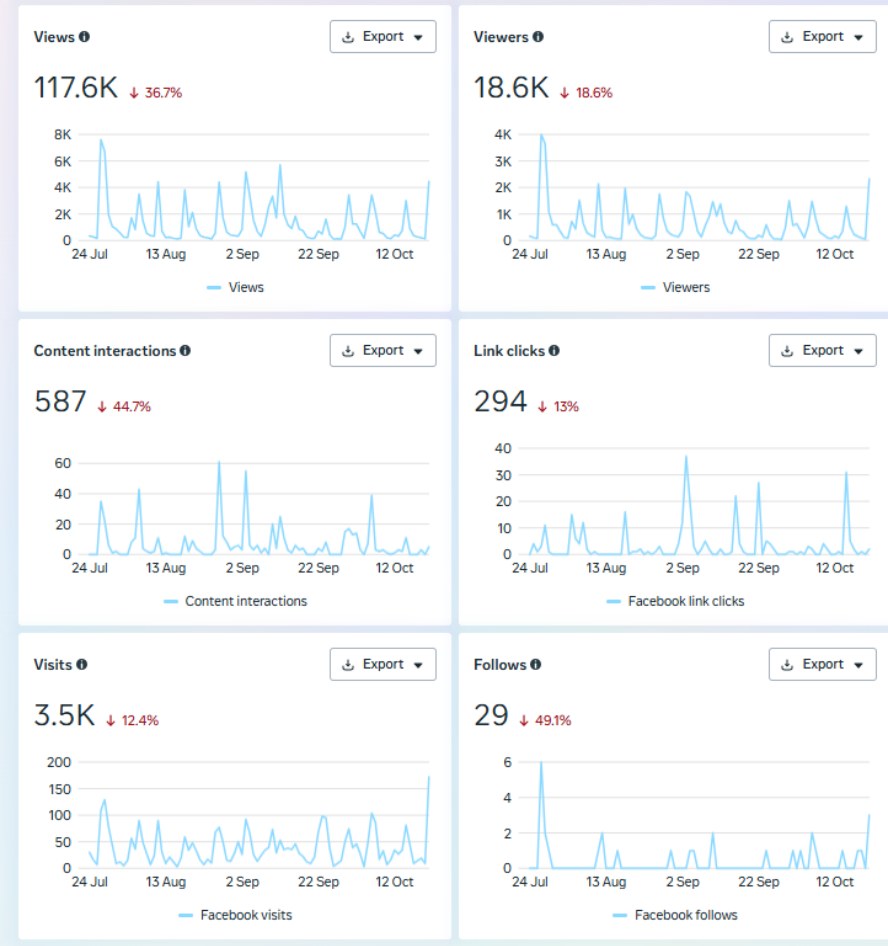
Facebook continues to be an effective channel for reaching residents and sharing Parish Council updates.

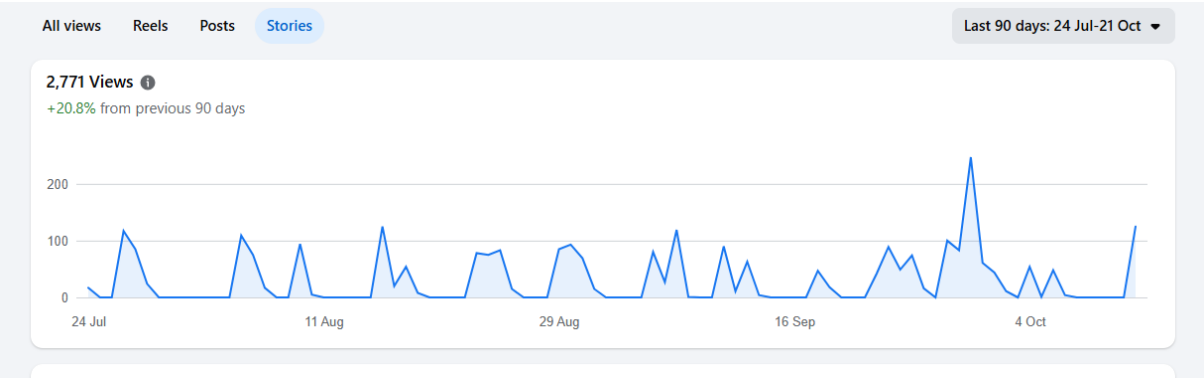
During the reporting period (July to October), the page achieved:

- **117,600 views**
- **18,600 individual viewers reached**
- **587 content interactions**
- **294 link clicks**
- **3,500 page visits**
- **29 new followers**

While some figures are lower than the previous reporting period, activity has remained steady throughout, with regular peaks in engagement linked to key community topics including Heritage Open Days, Bagshot Pond updates, traffic and infrastructure matters, anti-social behaviour updates, and village enhancement projects in Lightwater.

The figures demonstrate continued resident interest in Parish Council news and show that Facebook remains a valuable tool for keeping the community informed and directing residents to further information.





In addition, Facebook Stories performed particularly well, receiving 2,771 views over the last 90 days, an increase of 20.8% compared to the previous period. This suggests that residents are increasingly engaging with shorter, more immediate updates alongside traditional posts.

Instagram

Instagram Performance Overview

Instagram continues to support the Parish Council's wider communications activity by reaching residents through visual content, community updates and event promotion.

During the reporting period (July to October), the account achieved:

- **3,351 views**
- **346 accounts reached**
- **112 content interactions**
- **50 profile visits**
- **22 new followers**

While views and reach were lower than the previous reporting period, content interactions increased by 7.7%, demonstrating positive engagement from residents who viewed Parish Council content.

The account also gained 22 new followers, with activity peaks linked to community events, environmental projects and local interest stories.

Overall, Instagram continues to be a useful channel for promoting Parish Council activities and engaging residents through visual content.

Item 7 - Transfer of Assets Consultation update and Communication plan

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Purpose of Report

To provide Members with an update on communications activity undertaken to promote the Parish Council's consultation on the potential transfer of assets from Surrey Heath Borough Council to the Parish Council.

The consultation is open until 29 November 2026 and seeks feedback from residents of Bagshot and Lightwater on the potential transfer of community assets and services.

Action:

Members are asked to:

1. Note the communications activity undertaken to date in support of the Asset Transfer Consultation.
2. Note the planned communications activity for the remainder of the consultation period.
3. Encourage residents and community networks to participate in the consultation before the closing date of 29 November 2026.

Communications Activity Undertaken

Digital Communications

- Consultation launched on SurveyMonkey.

Regular promotion through the Parish Council's:

- Facebook page including a paid for post to increase reach
- Instagram account
- Parish Council website
- Shared to the local Facebook groups for Bagshot and Lightwater.

Media and Publications

Information sent to local publications and community magazines for inclusion, including:

- Roundabout Magazine Lightwater – missed deadline but editor has assured she will share posters and information

- Round & About Bagshot & Lightwater
- Community Ad Lightwater

Community Engagement

- Information provided to local churches, including requests to share details with congregations.
- Consultation information distributed to:
- Local schools
- GP surgeries
- Community groups and organisations

Community stakeholders encouraged to promote the consultation through their own communication channels.

Posters and Printed Promotion

- Consultation posters displayed on Parish Council noticeboards across Bagshot and Lightwater.
- Posters also displayed at Bagshot and Lightwater library

Printed consultation materials made available at:

- Lightwater Library
- Bagshot Library
- All Saints' Church Hall
- Windlesham Parish Council Office

Printed copies available for residents who prefer to respond using paper formats.

Communications Plan: Remaining Activity (October-November)

Activity	Status
Ongoing social media promotion	Continuing until 29 November

Reminder posts highlighting consultation closing date	Planned
Continued engagement with community groups	Ongoing
Follow-up reminders to stakeholders and partner organisations	Planned
Replenishment of printed consultation materials where required	Ongoing
Promotion through Parish Council channels during consultation period	Ongoing

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Facebook Advertising Update

The Facebook advertising campaign remains ongoing and will continue until the close of the consultation.

As of 3rd November 2026:

Measure	Result	What it Means
Reach	**2,887**	**Individual people who have seen the advert.**
Impressions	**7,135**	**Total times the advert has been displayed, meaning many residents have seen it more than once.**
Link Clicks	**264**	**Number of times users clicked the advert's link for more information.**
Landing Page Views	**240**	**Number of users who successfully reached and viewed the webpage.**

Key points for Members:

- **The campaign has reached almost 3,000 people so far.**
- **The advert has been displayed over 7,000 times, helping reinforce awareness of the consultation.**

- **264 link clicks have generated 240 visits to the consultation webpage, demonstrating strong engagement from those who have seen the advert.**
- **Results will continue to grow until the consultation closes.**

Survey Update

The consultation survey remains open and has been promoted through a range of communication channels.

As of 3rd November, 55 responses have been received. Promotion will continue for the remainder of the consultation period to encourage further participation.

A broad communications campaign is now in place across digital, print and community channels. Information has been distributed through social media, local publications, schools, health providers, churches and community organisations, with printed consultation materials available at a number of community locations.

Officers will continue to promote the consultation throughout the consultation period to maximise awareness and encourage resident participation before the closing date of **29 November 2026**.

Item 8 – Communications Officer Update

- Social media continues to be an important tool for engaging with residents and sharing Parish Council news, consultations and community information. Activity across the Council's platforms remains steady, with regular content being published.
- The Communications Officer continues to visit Parish Council noticeboards to ensure information remains up to date and accessible for residents. The noticeboard at Windlesham Cemetery is currently being investigated, as access to the board has proved particularly difficult.
- Surrey Police have advised that a new Neighbourhood Officer is being appointed for the area. Once details of the new officer have been received, opportunities to arrange future "Meet the Beat" sessions with residents will be explored.
- Planning is underway for the Parish Council's Christmas newsletter, which is expected to be prepared towards the end of November and distributed in early December.
- Facebook has introduced restrictions on posts containing external website links. This affects content directing residents to information hosted on the Parish Council website, such as agendas, meeting papers and consultation information. At present, Facebook is limiting Pages to a small number of external link posts each month. To minimise the impact, links are being incorporated into images or shared within post comments where appropriate. The situation is being monitored and a further update will be provided should any additional action be required.