



## Village Bakers (VB) Committee Meeting: Agenda and Actions

### Details

**Date / Time:** 25.6.20 / 19:00

**Venue** <https://zoom.us/j/7193362033>

**Chair:** Kevin Sargent (KS)

**Attended:** Gavin Deadman (GD)  
Liz Gibson (LG)  
Laura White (LW)

**Apologies:** Anthony Jones (AJ)  
Tom Wright (TW)

Agenda		Time / Lead	
1.	<b>Membership Update</b>	LW	<p>GD was able to reported the number of people attending the VB Zoom Quiz on was 8.</p> <p>LW reported that the letters and stamps were ready and they will be posted by the time of the next committee meeting.</p>
2.	<b>Finance Update</b>	KS	<p>There has been no expenditure or income generated in the previous period</p> <p>Balance: £1746.1</p>
3.	<b>Events Update</b>	KS	<p>All felt that the Bakers Live event, with member James Maynard went really well. The next Live event will be 19 July and member Lea Madgwick will be baking.</p> <p>A discussion took place about raising the number of VB Zoom Quizzes. The next Quiz will be 26 July. The Committee discussed the issues with engagement over Zoom GD offered to do a picture round to break up the focus of the hosting.</p>

4.	Media	LG	<p>LG reported that the newsletter had been published on the website and sent out. All thought that it looked good</p> <p>The committee had a discussion about distribution mailing lists as so far the committee has about 5 of them. Some were gained before GDPR came in.</p> <p>KS offered to have a look at the Mailchimp stats to look at who had opened emails, deleted them or had them bounced back.</p> <p>KS reported social media stats to show level of reach for each platform (attached to minutes). Included in the information was that regarding the website recipes, 2 food bloggers have commented on them.</p>
5.	AOB	All	<p>KS explained that TS will be taking a break from the club, and from the Committee.</p> <p>The committee discussed physical meetings in the near future, and what that may look like. Everyone concluded that further research regarding how people may be allowed to meet up in pubs in order to form a plan about how this may happen.</p>

Actions: Includes previous actions	Status	Lead
Group to continue with VB live, posting recipes on social media, and virtual activities.	Open	All
A budget needs to be pulled together for a budget for roll-banner	Open	KS
Committee to review new website and provide feedback	Open	All
Look at Mailchimp stats to have a look at who opened / deleted / bounce back for next meeting	Open	KS
Picture Round for the next Zoom social	Open	GD
GD to print off membership letters	Closed	GD
2020 Events created to August. KS to share.	Closed	KS
LW reaching out to members on Facebook during lockdown	Closed	LW
All Committee Members to review strategy focus areas ready for agreement. Reviewed and agreed	Closed	All
Approach Sparkle organisers to look into brochure costs – Sparkle Cancelled	Closed	KS
Handover of Events Committee Member activities to take place	Closed	TW / LG
KS, TW and LG to meet and discuss with KS about what future events activity could include	Closed	KS/ TW / LG

FACEBOOK PAGE			
May 27th to June 23rd			

Insight from 28 day date range

%age change

<b>Page Reach</b>	653	129	
The number of people who saw any content from your page or about your page			
<b>Page Views</b>	80	-16	
The number of time that your page's profile was viewed			
<b>Page Likes</b>	858	3	0%
The number of people who have liked or unliked your page			
<b>Post Reach</b>			
	647	131	25%
The number of people who saw any of your posts at least once. This metric is estimated.			
<b>Post Engagement</b>			
	309	129	72%
the number of times that people engaged with your pages post through reactions, comments, shares and more			
<b>Page Followers</b>			
	904	4	33%
The number of people who have followed or unfollowed your page			

Top 5 Posts			
top 5 most engaging posts	Post	Reach	Engagement
1	James - Video	357	161
2	Bakers Newsletter	125	37
3	Quiz Photo	156	19
4	Quiz Photo	120	8
5	Recipe	120	6

FACEBOOK GROUP			
May 27th to June 23rd			

Insight from 28 day date range

<b>Total Members</b>	376	0	0%
Total number of members of the Facebook group			

<b>Total Engagement</b>	233		4%
Posts, Comments and Reactions			

### Top 5 Contributors

These are the top contributors from the last 28 days

	Name	Posts	Comments
1	Jym Fileter	2	11
2	Aaron Cornish	1	8
3	John Maines	1	2
4	Joe Carne	1	2
5	Andrew Bourne	1	0

TWITTER PAGE	
	May 27th to June 23rd

Insight from 28 day date range

%age change

<b>Tweets</b>	3	-25%
The total number of tweets in last 28 days		
<b>Tweet Impressions</b>	2361	-58.40%
Number of times your tweet has been seen		
<b>Profile Visits</b>	24	-34%
Visits to profile page		
<b>Followers</b>		
	1486	-1%
number of twitter followers		

<b>VILLAGEBAKERS.LGBT</b>	
JUNE	

24/06/2020

%age change

<b>Page View</b>	282		
A view is a visit to the site but does not visit more than the one page			
<b>Page Vistors</b>	101		
A vistor, will explore the site futher then 1 page			

<b>Top 5 Pages</b>			
most clicked page	Page		
1	Newsletter		99
2	Village Bakers		74
3	Recipe Ideas		38
4	How it works		8
5	Contact us		6

<b>Top 5 Referrers</b>			
	Page		
1	facebook		76
2	Search Engines		64
3	Word Press		3
4	Twitter		3
5	Manchester Pride.com		2