



Village Bakers (VB) Committee Meeting: Agenda and Actions

Details

Date / Time: 27.8.20 / 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		Lead	
1.	Update on physical meet up in September	All	<p>The Committee discussed the results from the survey that sought member opinions about a physical meet up, and what to do next based on results.</p> <p>It was discussed that the Molly House has tarpaulin to help with outside social distancing. KS reported that it is possible that we could have a cordoned off area for us.</p> <p>All concluded that we should put a date in the diary, and plan for an outside meet up and adapt our plans to the changing circumstances.</p> <p>KS to keep Committee up to date with information and any decisions needed.</p>
2.	Membership Update	LW	LW updated that all cards have been issued apart from 1
3.	Finance Update	KS	<p>There has been no expenditure or income generated in the previous period</p> <p>Balance: £1746.19</p>

4.	Events Update	KS & All	<p>A further Bakers Live will take place with John Maines, date TBC and the usual 3 options will be up for vote on Facebook as usual.</p> <p>LW updated about VB Live for Manchester Pride. KS and LW were recorded doing a summer fruits pavlova, carrot cake and spring vegetable tart.</p> <p>VB was promoted during the recording. It will be broadcast on the Youtube channel on 30.8.20.</p> <p>KS is hopeful that this will make an impact on VB social media. This event is significant as no other Village social club has been asked to be involved. All our links will be promoted on the video</p> <p>VB will be paid £100 fee, plus cost of ingredients, and £50 travel costs</p>
5.	Media	LG & KS	<p>LG reported that the newsletter has been drafted and is ready for review. Quiz, VB Live events are included and the featured baker is James Maynard.</p> <p>KS requested that the VB Live for Pride be included with links</p> <p>Mailchimp stats showed a positive response for the newsletter.</p> <p>Month by month statistics for social media are attached.</p>
6.	AOB	All	Nil

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
KS to look at Mailchimp stats to have a look at who opened / deleted / had bounced back	Open	KS
Molly House to be informed of our potential return	Closed	KS
Picture Round for the next Zoom social	Closed	GD
Committee to review new website and provide feedback	Closed	All
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			Jul 6th to Aug 2nd			Aug 6th to Sept 3rd			
Insight from 28 day date range			Insight from 28 day date range			Insight from 28 day date range			
%age change			%age change			%age change			
Page Reach	653	129		534	-148		1543	911	
The number of people who saw any content from your page or about your page									
Page Views	80	-16		51	-29		65	4	
The number of time that your page's profile was viewed									
Page Likes	858	3	0%	858	5	0%	863	8	60%
The number of people who have liked or unliked your page									
Post Reach	647	131	25%	531	-148	-22%	1539	909	144%
The number of people who saw any of your posts at least once. This metric is estimated.									
Post Engagement	309	129	72%	224	-121	-35%	413	153	59%
the number of times that people engaged with your pages post through reactions, comments, shares and more									
Page Followers	904	4	33%	907	7		914	7	
The number of people who have followed or unfollowed your page									

Top 5 Posts									
top 5 most engaging posts	Post	Reach	Engagement	Post	Reach	Engagement	Post	Reach	Engagement
1	James - Video	357	161	Lea - Video	468	210	bake off look back	219	97
2	Bakers Newsletter	125	37	Bakers Live Promo Post	57	2	bake along pride	773	45
3	Quiz Photo	156	19				bake along pride	261	42
4	Quiz Photo	120	8				bake along pride	169	25
5	Recipe	120	6				photo previous pride	115	20

FACEBOOK GROUP									
May 27th to June 23rd			Jul 6th to Aug 2nd			Jul 6th to Aug 2nd			
Insight from 28 day date range			Insight from 28 day date range			Insight from 28 day date range			
Total Members	376	0	0%	379	3	0%	383	5	
Total number of members of the Facebook group									
Total Engagement	233		4%	55		-76%	84		56%
Posts, Comments and Reactions									

Top 5 Contributors

These are the top contributors from the last 28 days

	Name	Posts	Comments	Name	Posts	Comments	Name	Posts	Comments
1	Jym Fileter	2	11	David Wesley-Ya	0	6	Shaista Kanwal	4	1
2	Aaron Cornish	1	8	Drew Tosh	1	0	Popeye Green	1	0
3	John Maines	1	2	Aaron Cornish	0	4	Stuart Williams	0	2
4	Joe Carne	1	2	Sakander Mahm	0	1	Precinct	0	2
5	Andrew Bourne	1	0	Joe Carne	0	1	John Maines	0	1

TWITTER PAGE								
May 27th to June 23rd			Jul 6th to Aug 2nd			Aug 6th to Sept 3rd		
Insight from 28 day date range			Insight from 28 day date range			Insight from 28 day date range		
		%age change		%age change		%age change		%age change
Tweets	3	-25%		-25%	2	100%		
The total number of tweets in last 28 days								
Tweet Impressions	2361	-58.40%	952	-61.00%	5547	447.00%		
Number of times your tweet has been seen								
Profile Visits	24	-34%	41	57%	21	-48%		
Visits to profile page								
Followers								
	1486	-1	1487	-2	1481	-6		
number of twitter followers								

VILLAGEBAKERS.LGBT			
	JUNE	JULY	AUGUST
	24/06/2020	03/08/2020	03/09/2020

Page View	282		118		272	
A view is a visit to the site but does not visit more than the one page						
Page Vistors	101		27		74	
A vistor, will explore the site futher then 1 page						

Top 5 Pages								
most clicked page			Page			Page		
1	Newsletter	99	Village Bakers	26	Village Bakers	70		
2	Village Bakers	74	Recipe Ideas	6	Membership card	16		
3	Recipe Ideas	38	About us	4	meet the bakers	8		
4	How it works	8	bday-1	3	photo	8		
5	Contact us	6	The Village Bakers Consitution	3	photo	6		

Top 5 Referrers								
Page			Page			Page		
1	facebook	76	Search Engines	42	Search Engines	68		
2	Search Engines	64	Facebook	2	Manchester Pride.com	28		
3	Word Press	3						
4	Twitter	3						
5	Manchester Pride.com	2						