

CAMBOURNE PARISH COUNCIL

District of South Cambridgeshire

Council Meeting 4th July 2017

Promotion of Community Events

One of the actions of the Parish Plan (Section 4.3 Question 2) is 'Parish Council to publicise/publish local events listings on the Council website and other media.'

To achieve this action the Community Development Officer proposes to set up a Cambourne Community Events Facebook page and Timedrop account (see separate report below for an explanation of Timedrop). Community groups, schools, other organisations such as the Church, Children's Centre, CYP, Library etc and individuals running fundraising events would send in the details and posters and they would put on both platforms. Details will also be sent to the new community website (Cambourne.info) for them to add to their events calendar.

The Facebook page would be run in line with existing the Parish Council Facebook pages with the Community Development Officer as the main administrator and the Parish Clerk and Office Administrator as additional administrators, and in accordance with the Parish Council's Social Media Policy.

The Community Development Officer will promote the page to all local groups and organisations directly, via the Parish Council Facebook page and website. The aim is that the page should become a 'one stop shop' for finding out about events that are taking place in Cambourne.

It is recommended that two accounts are set up on Timedrop; one for the Parish Council to promote the calendar of meetings and other Parish events and one for Community Events.

This may seem like doubling up but the more platforms that are used the more of the population can be reached and it gives people choices as to how they access the information. The workload involved should not become excessive.

Timedrop

- Timedrop has been developed by a Cambourne resident, Russell Berry, born out of a frustration at not being able to keep track of all events for his family. Fed up of receiving letters, emails and text messages of important events that shaped his week.
- Timedrop is a free event calendar platform that allows users to create a profile and promote their events, other users then 'follow' you to have instant access to all events within a simplistic timeline, receive notifications, updates and reminders about your events.
- Timedrop is currently available as a web page and iOS app. Android app is coming soon
- Users just wishing to find out about events can view Timedrop without setting up an account, but the setting up of an account would allow users to receive notifications, updates and reminders and to follow many different organisations.
- There is an option to take payments for paid ticketed events for which Timedrop takes a very small fee (2.4% + 20p per transaction) however this is not something that the Parish Council would be using.
- Light Up Cambourne, Greens, Hardwick & Cambourne Preschool and the Cambourne Crier have already signed up.
- Link to the Timedrop website <http://www.timedrop.co/>