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| **Report No:**  | **59/21** |
| **Agenda Item No:** | **5** |
| **Committee:** | **Full Council**  |
| **Date:** | **25th August 2021** |
| **Title:** | **Mayor’s Update Report August 2021** |
| **By:** | **Sue Treadwell, Mayor’s Secretary** |
| **Purpose of Report:** | **To present the Mayor’s update report and details of engagements** |

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| **Recommendations** |
| **Full Council is recommended:** |
| 1. To note the content of the report .
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1. Information
	1. The Mayor’s update report can be found at Appendix A.
	2. Details of mayoral engagement before the date of the Full Council meeting can be found at Appendix B.
2. Financial Appraisal
	1. There are no direct financial implications as a result of this report.
3. Contact Officer

The Contact Officer for this report is Sue Treadwell, Mayor’s Secretary.

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| Mayor’s Secretary | Text, letter  Description automatically generated |
| Town Clerk | A picture containing diagram  Description automatically generated |

**Report 59/21 Appendix A**

Mayor’s Report to August 2021 Town Council

After 15 months behind a computer screen, I am delighted to be able to emerge into the sunlight and able to accept invitations to ‘real’ events. These have included ‘out of town’ visits to Peacehaven for their NHS Day, a walk in the garden at St Wilfrid’s with the Lord Lieutenant and local Mayors and Chairs, a Civic Reception hosted by the Chair of the East Sussex County Council at Hendall Manor Barns and a wreath laying in Newhaven as part of the Dieppe Raid Commemorations. One of the first Seaford events was Seaford Rotary’s ‘Over the Rainbow’ sponsored walk and I was pleased to be part of the ‘Colourful Councillors’ team. Our Deputy Mayor, Cllr Jean Cash was the imagination and the motivation that made ‘Over the Rainbow’ colourful and possible. This was followed soon after by ‘Opening’ the Seagull Gateway route and the storm gate. The walk into the town centre coincided with an opportunity to join in celebrating the opening of Lara’s on Broad Street. Several days later was the launch of Martello Rotary’s 2022 Community Calendar on the seafront. The Civic Service was well attended and had a good representation of neighbouring Mayors and Chairs with the Lord Lieutenant and High Sheriff attending as the principal guests. The following day I accepted an invitation to declare open ‘A Greener Seaford’ with its amazing array of stalls and many visitors.

The ‘Mayor’s Charities Initiative’ has now been upgraded to include video interviews with as many of the charities and not for profit organisations which have joined in and want to be interviewed. The posting of these video interviews has generated more interest in the Mayor’s Facebook. The appendix to this report shows the Mayor’s Facebook activity during the month of July, including the profile of the people who are its audience and the towns and countries in which they are based. Most videos attracted an audience of several hundred, but one ‘reached’ 2,803!

As was explained in an earlier Mayor’s report, the strategy is now to support local charities and not for profit organisations in their fundraising rather than to raise funds to donate to them. It is pleasing to report that the groups which took part in Seaford Rotary’s ‘Over the Rainbow Walk’ raised £4,799 for themselves. On 5 September the Martello Fields will be the venue for ‘Support our Seaford Charities’. This day of fun and fundraising is being organised and led by a Planning Group comprising Martello Rotary, NP&S LIONS, Seaford Rotary, National Coastwatch Institution (Newhaven) and Seaford Bonfire Society. Forty charities and not for profit groups have now linked with the ‘Mayor’s Charities Initiative’, twenty of these have accepted an invitation to be video interviewed by the Mayor or Deputy Mayor and thirty of these have already booked their pitches for 5 September. The groups taking part each have a ‘free of charge’ pitch and whatever funds they raise on the day they keep. During the event there will be a Seaford Town Council ‘segment’ when the funds that were put into the Mayor’s Charity Account 2020/2021 will be the ‘pot’ for a cash draw with prizes of £250, £150 and £100. The draw is to be made by the Town Clerk and the Mayor, the names of each of the charities and not for profit organisations which have a pitch on the day will be entered into that cash draw. It is to be both a fair way to distribute the 2020/2021 Mayor’s Charities Fund and act as an incentive for all of the charities and not for profits who have linked to the ‘Mayor’s Charity Initiative’ to take up the offer of ‘Support our Seaford Charities’ pitch for the day.

To summarise this report’s appendix about audience for the Mayor’s Facebook postings. During July there were a total of 916 ‘likes’, ‘engaged’ users varied between 324 and 550. The total reach during the 28 days varied between 4,382 and 7,535. During this time there were 2,786 video views and after separating repeated ‘views’ from single ‘views’ there were between 703 and 1,751 ‘unique views’. The charts show the age and gender of the audience, they also show that 55% of the audience were from Seaford and that 84.2% of the audience were from the UK.

The Mayoress and I look forward to receiving invitations to fetes and fayres, charity events and business openings in Seaford and to more opportunities to represent our town in neighbouring parishes and towns.

Cllr Rodney Reed

Mayor of Seaford 2021/2022

**Mayor’s Facebook Figures**

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|  **Date** | **Lifetime Total Likes** | **Daily New Likes** | **28 Days Page Engaged Users** | **28 Days Total Reach** | **28 Days Total Video Views** | **28 Days Total Unique Video Views** |
| 7/6/21 | 902 |  | 324 | 5140 | 1003 | 703 |
| 7/7/21 | 903 | 1 | 456 | 5758 | 1524 | 1064 |
| 7/8/21 | 38 |  | 492 | 5965 | 1696 | 1169 |
| 7/9/21 | 905 | 2 | 498 | 6239 | 1990 | 1349 |
| 7/10/21 | 905 |  | 509 | 6535 | 2176 | 1476 |
| 7/11/21 | 905 |  | 517 | 6649 | 2289 | 1533 |
| 7/12/21 | 904 |  | 518 | 6670 | 2344 | 1547 |
| 7/13/21 | 904 |  | 522 | 6803 | 2374 | 1552 |
| 7/14/21 | 904 |  | 512 | 6689 | 2304 | 1497 |
| 7/15/21 | 905 | 1 | 493 | 6736 | 2283 | 1485 |
| 7/16/21 | 906 |  | 504 | 7151 | 2467 | 1560 |
| 7/17/21 | 906 |  | 538 | 7334 | 2578 | 1595 |
| 7/18/21 | 906 | 1 | 550 | 7500 | 2622 | 1610 |
| 7/19/21 | 906 |  | 537 | 7533 | 2640 | 1626 |
| 7/20/21 | 907 |  | 525 | 7535 | 2727 | 1639 |
| 7/21/21 | 907 |  | 524 | 7522 | 2759 | 1641 |
| 7/22/21 | 907 |  | 478 | 5997 | 2858 | 1652 |
| 7/23/21 | 907 |  | 460 | 5355 | 2876 | 1657 |
| 7/24/21 | 907 |  | 451 | 5235 | 2929 | 1668 |
| 7/25/21 | 907 |  | 465 | 5146 | 2977 | 1688 |
| 7/26/21 | 908 |  | 466 | 5014 | 3032 | 1693 |
| 7/27/21 | 908 |  | 468 | 5026 | 3060 | 1695 |
| 7/28/21 | 908 |  | 488 | 5131 | 3203 | 1751 |
| 7/29/21 | 909 | 1 | 486 | 4991 | 3144 | 1723 |
| 7/30/21 | 909 |  | 485 | 4957 | 3115 | 1709 |
| 7/31/21 | 909 |  | 486 | 4991 | 3166 | 1714 |
| 8/1/21 | 909 |  | 489 | 5014 | 3218 | 1723 |
| 8/2/21 | 916 |  | 446 | 4382 | 2786 | 1450 |

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| **Age Range** | **Percentage & (number) of page followers from the total of 916** |
| 18-24 | 3.5% (32) |
| 25-34 | 14% (128) |
| 35-44 | 22.9% (210) |
| 45-54 | 22.8% (209) |
| 55-64 | 16.1% (147) |
| 65+ | 20.7% (190) |

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| **Town/City** | **Percentage of page followers** |
| Seaford | 55% |
| Karachi (Pakistan) | 8% |
| Newhaven | 6% |
| Eastbourne | 4% |
| Brighton & Hove | 2% |
| Peacehaven | 2% |
| Hastings | 1% |
| Lewes | 1% |
| Polegate | 1% |
| Bexhill | 1% |
| Others | 19% |

**Report 59/21 Appendix B**

**Mayoral Engagements June-August 2021**

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| --- | --- | --- | --- | --- | --- |
| **Date** | **Time** | **Day** | **Organisation** | **Event** | **Venue** |
|   |   |   |   |   |   |
| 16/06/2021 | 10am | Wednesday | STC | Sussex Day | Martello Tower/War Memorial |
| 16/06/2021 | 3.30pm | Wednesday | STC | Meeting with Deputy Mayor, Young Mayor and Deputy Young Mayor | The View |
| 20/06/2021 | 1.45pm | Sunday | Seaford Rotary | Over the Rainbow sponsored walk | Splash Point |
|   |   |   |   |   |   |
| 05/07/2021 | 11am | Monday  | Peacehaven TC | NHS Day  | Meridian Park |
| 08/07/2021 | 10.15am | Thursday | St Wilfrid's Hospice | 40th Anniversary Private tour | St Wilfred’s Hospice |
| 26/07/2021 | 12noon | Monday  | Royal Society of St George | Commemorate England’s Birth 927AD | The View |
| 17/07/2021 | 11am | Saturday | Seaford Chamber of Commerce, Seaford Community Partnership | Opening of the Seaford Gateway |   |
| 19/07/2021 | 6.30pm | Monday  | Chair ESCC, Cllr Pragnell | Summer Reception | Hendall Manor Barns, Heron's Ghyll, Uckfield, TN22 4BU |
| 22/07/2021 | 10am | Thursday | Morrisons  | 35th Anniversary | Morrisons |
| 24/07/2021 | 3.30pm | Saturday | Martello Rotary  | Calendar Launch  | Martello Tower |
| 31/07/2021 | 3.30pm | Saturday | STC | Civic Service | Seaford Baptist Church |
|   |   |   |   |   |   |
| 01/08/2021 | 12noon  | Sunday | Seaford Environment Alliance (SEA) & STC | ‘A Greener Seaford’ Climate & Eco Fair | The Salts |
| 08/08/2021 | 12.30pm | Sunday | Mayor of Newhaven | 79th Anniversary of Dieppe Raid | Denton Island |