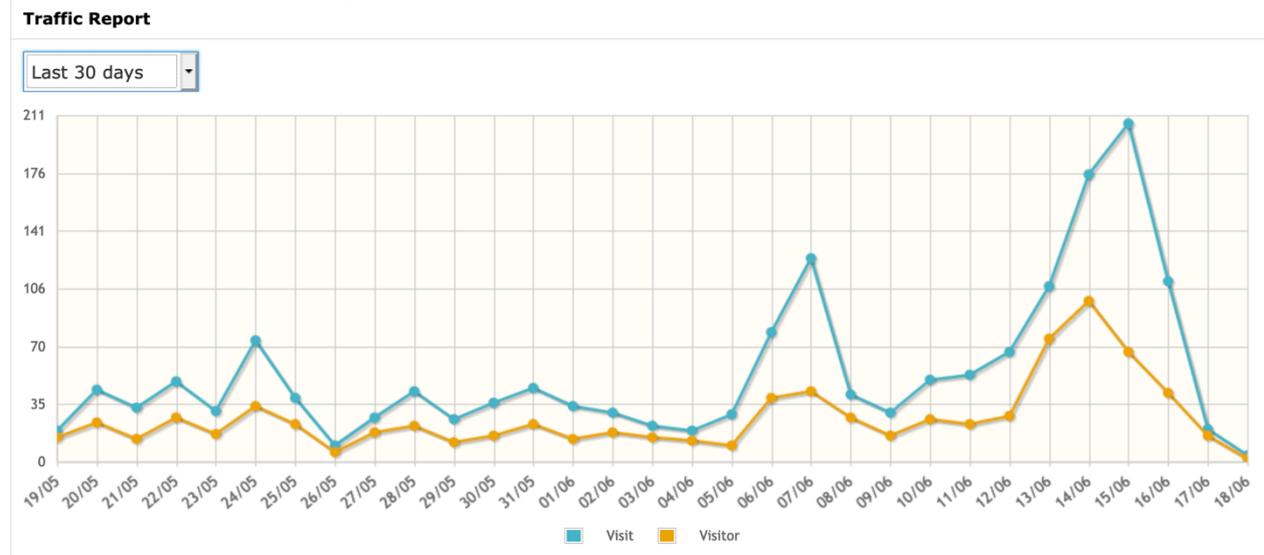


COMMUNICATIONS REPORT TO THE PPC for 29.6.20

There was little to report in the pre-Covid period; internal parish communications on the website continued as normal. There was one security issue on the site which was solved swiftly.

During the Covid-19 period from mid-March churches were at first closed, and then we were all locked down. The website therefore became the main platform for disseminating parish, diocesan and national Church information (for example how to access streamed Masses). The weekends always saw spikes in traffic, as this sample graph demonstrates:



The surge at the end reflects interest in the re-opening of our two churches.

The main Covid information page, sermons, Sunday Plus, and readings – and some archived interviews - received the most visitors. The newsletters, which I assumed would be the most read, do not figure, and I now gather that this is because they are being distributed by email to the majority of active parishioners. In my opinion this is a pity, as the Covid crisis could have been a great opportunity to 'train' the parish that the website is the go-to place for information, and for much more. After all, if someone has email then they have internet access.

It is of course not solely informative; there are human interest stories as well. One, which received diocesan, regional and then national attention, was the story of Cathy and Andrew Scott's virtual chapel, which caught public imagination, and I'd like to thank them for sharing it, and keeping St Edmund's on the map.

I should like to remind the PPC of the importance of data protection. I assume that as a group we are comfortable with our contact details being shared among us. However, emails showing addresses of large numbers of parishioners do breach GDPR protocols. It is easy to avoid this: if emailing a large number send the email to yourself, and bcc all the rest.