

KING'S SUTTON PARISH COUNCIL COMMUNICATIONS REPORT 2017/18

The King's Sutton Times

1. The King's Sutton Times continues to be delivered every quarter to every household in the village.
2. Despite Mrs Elizabeth Al-Anazi's having moved out of King's Sutton, she has kindly continued to work as editor of The King's Sutton Times.

The Website

1. King's Sutton Parish Council's website (<https://www.kingssutton.org>) continues to be financed primarily through online advertising using Google AdSense. The parish council's direct costs for the website are thus confined to domain renewals (kingssutton.org and kingssutton.net) and hosting charges that together amount to less than £120+VAT per annum. The contract to manage the website was once more awarded to King's Sutton-based Bridson Kneale Associates in 2017. It is planned to make advertising opportunities on the parish council website available to local companies and organisations in due course.
2. Subscribers to the email news bulletin service from the parish council website increased from 502 to 518 since last year's Annual Parish Meeting.
3. Website visitor statistics for 01/04/2017-31/03/2018 are as follows (last year's figures in brackets):
 - Individual visits: 25,857 (24,302)
 - Unique visitors: 14,835 (14,065) *
 - Total individual page views: 48,848 (46,492)
 - Average number of pages viewed per visit: 1.67 (1.91)
 - Average time spent on the website per visit: 00:01:23 (00:01:24)

** We ensure the unique visitors we track are all real people by stripping out web crawlers, robots, spiders, spam referrals and all other "ghost" traffic from our visitor statistics.*

Social Media (Facebook and Twitter)

1. The Parish Council's social media accounts are used primarily to drive traffic to the website but they sometimes carry additional items (such as links to village-related items in the local press) that are not considered suitable for publication on the website.
2. There was an increase in the number of followers of the parish council's "King's Sutton News" Facebook page (<https://facebook.com/KingsSuttonNews>), from 563 to 775 in the year since the last Annual Parish Meeting.
3. There was an increase in the number of followers of the parish council's "King's Sutton News" Twitter account (<https://facebook.com/KingsSuttonNews>), from 197 to 261 in the year since the last Annual Parish Meeting.
4. Councillors David Bridson, Roger Burne, Richard Sykes and Michael Bailey are all members of the "Kings Sutton Sales and Chatter" Facebook group and occasionally deal on the Parish Council's behalf with issues raised by members of that group.

Editorial Contributions from King's Sutton Residents

Editorial contributions to the parish council's printed and digital media are always welcome and should be emailed in the first instance to news@kingssutton.org.