

## **KING'S SUTTON PARISH COUNCIL COMMUNICATIONS REPORT 2018/19**

### **The King's Sutton Times**

1. The King's Sutton Times continues to be delivered every quarter to every household in the village and is for the most part funded by advertising.
2. Mrs Elizabeth Al-Anazi continues to work as editor of The King's Sutton Times.
3. Digitised copies of the King's Sutton Times are made available for viewing, downloading and/or printing on the Parish Council website.

### **The Parish Council Website**

1. The 2018/19 contract to manage King's Sutton Parish Council's website was awarded to Bridson Kneale Associates. The contract is reviewed annually.
2. It is planned to make advertising opportunities on the parish council website available to local companies and organisations in due course should there be any demand. In the meantime, the website is funded partly from the proceeds of Google advertising and partly from the parish council precept.
3. Subscribers to the email news bulletin service from the parish council website remained relatively stable, increasing from 523 to 524 since last year's Annual Parish Meeting.
4. Website visitor statistics for 01/04/2018-31/03/2019 are as follows (last year's figures in brackets):
  - Individual visits: 21,576 (25,857)
  - Unique visitors: 13,074 (14,835) \*
  - Total individual page views: 40,203 (48,848)
  - Average number of pages viewed per visit: 1.86 (1.67)
  - Average time spent on the website per visit: 00:01:17 (00:01:23)

*\* 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.*

The number of website visits is down in the past 12 months after seven years of growth year on year. This is likely attributable to the continued growth in the popularity of the Parish Council's social media channels, particularly Facebook, as a source for local news.

### **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 775 to 978 (almost 21% growth) in the year since the last Annual Parish Meeting.
3. There was a less significant increase in the number of followers of the parish council's "King's Sutton News" Twitter account (<https://facebook.com/KingsSuttonNews>), from 261 to 279 in the year since the last Annual Parish Meeting.

4. Councillors Richard Sykes and Michael Bailey are both 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*.