

KING'S SUTTON PARISH COUNCIL COMMUNICATIONS REPORT 2014/15

The King's Sutton Times

1. The King's Sutton Times switched to full colour editorial last year and continues to be well supported with advertising. The latest issue (March 2015) ran to 32 pages in total.
2. The magazine is regularly late going to press, primarily due to the time it takes to typeset. The editor would welcome voluntary help from anyone who has typesetting skills, preferably in Adobe Indesign.

www.kingssutton.org

1. The parish council-sponsored website is now (since January 2015) to be financed through advertising to enable continued development to take place. The contract to run the website was awarded to Bridson Kneale Associates after an open tendering process in late 2014.
2. There are now 474 subscribers to the email news bulletin service.
3. Website visitor statistics for 01/04/2014-31/03/2015 are as follows:
 - Individual visits: 24,856
 - Unique visitors: 11,850 *
 - Total individual page views: 55,428
 - Average number of pages viewed per visit: 2.23
 - Average time spent on the website per visit: One minute, 34 seconds

** We know these are all real people, not "web crawlers", "robots" or "spiders", all of which automated visits have all been stripped out of the visitor statistics listed here.*

Social Media (Facebook and Twitter)

1. The Parish Council's social media accounts are used primarily to drive traffic to the website but sometimes carry additional items (such as links to village-related items in the local press) that are not suitable for publication on the website.
2. Councillors Bridson and Sykes regularly answer questions on the Parish Council's behalf on issues raised in the "Kings Sutton Sales and Chatter" Facebook group.
3. The editor of the King's Sutton Times has requested that the Parish Council change the name of the King's Sutton Times Facebook page in order to avoid confusion with the magazine. The name of the page will therefore be changed to King's Sutton News (in line with the Twitter account) as soon as Facebook allows.
4. The Facebook page now has 282 followers. The Twitter account – King's Sutton News, @KingsSuttonNews – now has 119 followers.