

## **KING'S SUTTON PARISH COUNCIL COMMUNICATIONS REPORT 2015/16**

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

1. The King's Sutton Times continues to do well, with added colour photographs throughout each issue. The magazine welcomed Jen Kelly to the team in summer 2015. Jen took over responsibility for design and layout from David Bridson, who needed time for other commitments.
2. The editor's call for more distributors had an excellent response and 1,000 magazines are published every quarter. (Some go to the Post Office and some to the Hall Coffee Shop, while the majority are delivered to every household in the village.)

### **The Website**

1. King's Sutton Parish Council's website (<http://www.kingssutton.org>) is primarily financed through online advertising using Google AdSense. The parish council's direct costs for the website are thus confined to domain renewal and hosting charges that together amount to less than £100 per annum. The contract to manage the website was once more awarded to Bridson Kneale Associates in late 2015. Advertising opportunities on the parish council website will soon be made available to local companies for the first time.
2. Subscribers to the email news bulletin service from the parish council website increased from 474 to 491 since last year's Annual Parish Meeting.
3. Website visitor statistics for 01/04/2015-31/03/2016 are as follows (last year's figures in brackets):
  - Individual visits: 25,001 (24,856)
  - Unique visitors: 13,460 (11,850) \*
  - Total individual page views: 49,180 (55,428)
  - Average number of pages viewed per visit: 1.97 (2.23)
  - Average time spent on the website per visit: 01:24 (01:34)

*\* 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 suitable for publication on the website.
2. There was a rise in the number of followers of the parish council's "King's Sutton News" Facebook page (<https://facebook.com/KingsSuttonNews>), from 282 to 451, in the year since the last Annual Parish Meeting.
3. There was a rise in the number of followers of the parish council's "King's Sutton News" Twitter account (<https://facebook.com/KingsSuttonNews>), from 119 to 163, in the year since the last Annual Parish Meeting.
4. Councillors David Bridson, Richard Sykes and Michael Bailey are all members of the "Kings Sutton Sales and Chatter" Facebook group and regularly deal on the Parish Council's behalf with issues raised by members of that group.