

**CONGLETON TOWN COUNCIL
COMMITTEE REPORTS AND UPDATES**

COMMITTEE:	Community Committee		
MEETING DATE AND TIME	3 August 2023 7.00pm	LOCATION	Congleton Town Hall
REPORT FROM	Debbie Coxon, Marketing and Communications Officer		
AGENDA ITEM REPORT TITLE	14. Communications Update		
Background	<p>This paper has been prepared to give committee members an update on the communications activities which has taken place between 27 April and 25 July (90 days)</p> <p>It is intended to make this a regular item for information at this committee.</p>		
Details	<p>Social Media</p> <p>Facebook Stats for @Congletontown</p> <p>Page Followers: 4436 (79.3% women) & (20.7% men)</p> <p>Page Likes: 4.4K New Likes: 180 (avg.per day: 2)</p> <p>Total Original Posts: 360 (avg. per day: 4) Posts shared: 151</p> <p>(Original posts are ones CTC has created. Shared are created by others)</p> <p>Total Engagement: 3K (avg. per day: 29)</p> <p>Page Profile Views: 12K (avg. per day: 131) Page Clicks: 52K (avg.per day: 604)</p> <p>Page Impressions: 648K (avg.per day: 7203) Page Reach: 409K (avg.per day: 4,548)</p> <p><i>Engagement: e.g. likes, comments, shares, views, clicks</i></p> <p><i>Page Profile Views: the no of views the page received</i></p> <p><i>Page Impressions: the no of times people viewed the page</i></p> <p><i>Page Reach: the no of people who viewed the page</i></p> <p>Top 5 Facebook posts</p> <ol style="list-style-type: none"> 1. 7 June - Changes to Paddling Pool: 114,511 REACH, 14,143 ENG, 121,759 IMP, 287 LIKES/REACTIONS 280 COMMENTS / 58 Shares 2. 18 July - Green Flag: 9592 REACH, 505 ENG, 9741 IMP, 341 LIKES/REACTIONS 3. 11 June - Food and Drink: 6719 REACH, 423 ENG, 6870 IMP, 34 LIKES/REACTIONS 4. 24 July - Free family activities: 6361 REACH, 404 ENG, 6193 IMP, 51 LIKES/REACTIONS 5. 12 June – Mountbatten Way Flooded: 4307 REACH, ENG 3283, 4425 IMP, 22 LIKES/REACTIONS 		

Facebook Stats for Congleton Town Hall

Followers: 822 | 748 Likes

Facebook Stats for Congleton Information Centre

Followers: 181 | 125 Likes

Twitter Stats

Page Followers: 3,441 Total Tweets: 96

Total Engagement: 138 Page Profile Views 10k (+44.58%) (avg. per day: 121)

Instagram – figures not provided due to a technical error linking Instagram to Zoho. Working to rectify.

CTC social posts usually shared to:

Congleton Chat's Back	26.9K members
Congleton News & Views	13.2K members
Congleton Radio	1.1k followers

Website - Period 5 May until the 25 July 2023 www.congleton-tc.gov.uk

Key points:

- Total number of visits: 39,484
- 30% of all visits were connected to the paddling pool (12,148). The homepage had 3,576 by comparison
- 61% of visits are generated organically (via search engines such as google/bing etc), 12% direct (via the URL) and 27% through social links
- Average view times of 1:25 min and 1:15 min

Top 10 pages (largest numbers of visits)

Page	%total	% top 10
<u>/discover-congleton/town-attractions/congleton-paddling-pool/</u>	30.8	58.2
<u>/home-page</u>	9.1	17.1
<u>/your-council/elections-2023-2027/</u>	3.3	6.3
<u>/paddling-pool-open/</u>	3.0	5.7
<u>/your-council/meet-the-councillors/</u>	1.8	3.5
<u>/your-council/committee-meetings/</u>	1.0	2.0

<u>/events/category/whats-on/</u>	1.1	2.1
<u>/contact-us/</u>	0.8	1.5
<u>/your-council/committee-meetings/council-meetings/</u>	1.1	2.1
<u>/coronation-picnic-in-the-park/</u>	0.8	1.5

Padding pool page has the most traffic. It is also responsible for 40% of entrances to the site, and approx. 72% of exits, and with an average page view time of 2:44 minutes it comes in third just behind the contact us page and the 23-27 election page (of the top 10).

Site visit time is much higher when accessed through a search engine or directly with average view times of 1:25 min and 1:15 min, social view times however are much lower at 0:17 on average.

Device used

Devices	%	#
Mobile	83.73	15,149
Desktop	13.17	2,383
Tablet	3.10	560
		18,092

New Website Development

The first meeting of the CTC web start and finish task group (comprising CTC officers and councillors) will take place on 8 August.

Press Releases

17 press releases were issued to the council's 'local' press database. Culminating in four radio interviews organised through the office:

- 15 June BBC Radio Stoke – Town Guide Launch (Town Mayor)
- 17 June BBC Radio Stoke - Bromley Farm Community Plant-Up (Cllr Mead)
- 27 June BBC Radio Stoke – Visit Congleton (Debbie Coxon)
- 13 July Moorlands Radio - Pride (Cllr Richard Walton)

Noticeboards

The six town noticeboards and the CIC What's on Window are updated weekly to promote town council events and activities organised by local organisations and community groups.

New publications printed

- Bear Necessities – Summer 2023 (13k). Next edition delivered from 2 October. (also used by Talking Newspapers)

	<ul style="list-style-type: none"> • Town Guide 2023/25 (circl. 13k) 15k printed • Food & Friendship leaflet • Congleton Event Days & Attractions 2023 • Congleton Town Council Annual Report 2022 - 2023 • Town Hall leaflet <p>Contributed to:</p> <ul style="list-style-type: none"> • Effective Directories (double page)– May, June, July (circl. 11k) • Beartown Voice features (circl. 12k) <p>Town Council Events</p> <ul style="list-style-type: none"> • 8 May Coronation Picnic • 18 May Annual Town Meeting • 25 May Mayor Making • 14 June Town Guide Launch • 2 July Mayor’s Civic Parade <p>Key events supported</p> <ul style="list-style-type: none"> • 4 May Elections • 11 June Food & Drink Festival • 17 June Bromley Farm Community Plant-Up • 7 July Wear red for Ruby • 9 July Lion’s Duck Race • 22 July Congleton Pride • Monthly In Bloom Community Tidies
Recommendations	For Councillors to note the report and for the officer team to take on board suggestions and recommendations from Councillors.
Financial Implications	Work is delivered within the annual budgets set by the Town Council
Environmental Implications	Considered as part of each piece of work. Carbon-neutral certificates are obtained for Bear Necessities and paper from sustainably managed sources used for other work.
Inclusivity Diversity Impact	The team uses different channels and communications tools to meet different audiences.
PROPOSALS	That Councillors note this report.