

**CONGLETON TOWN COUNCIL  
COMMITTEE REPORTS AND UPDATES**

<b>COMMITTEE:</b>	<b>Community Committee</b>		
<b>MEETING DATE AND TIME</b>	<b>26 October 2023 7.00 pm</b>	<b>LOCATION</b>	<b>Congleton Town Hall</b>
<b>REPORT FROM</b>	<b>Debbie Coxon, Marketing and Communications Officer</b>		
<b>AGENDA ITEM REPORT TITLE</b>	<b>Item 15. Communications Update</b>		
<b>Background</b>	This paper has been prepared to give committee members an update on the communications activities that took place between 26 July to 16 October.		
<b>Details</b>	<p><b>Social Media</b></p> <p><b>Facebook Stats for @Congletontown</b></p> <p>Page Followers: 4449 (79.2% women) &amp; (20.8% men)</p> <p>Page Likes: 4K   New Likes: 77 (avg.per day: &lt;1)</p> <p>Total Original Posts: 387 (avg. per day: 5)   Posts shared: 80 (Original posts are ones CTC has created. Shared are created by others)</p> <p>Total Engagement: 2K (avg. per day: 21)</p> <p>Page Profile Views: 6K (avg. per day: 69)   Page Clicks: 21K (avg.per day: 258)</p> <p>Page Impressions: 424K (avg.per day: 5108)   Page Reach: 224K (avg.per day: 2695)</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><b>Top 5 Facebook posts</b></p> <ol style="list-style-type: none"> <li>1. <b>25.9 @8.30pm – ‘Have your say on Car Parking’</b> 20,143 REACH, 24 LIKES/REACTIONS, 89 COMMENTS, 18 SHARES</li> <li>2. <b>30.9 @11.10am ‘Look out for the Hedgemen’ (Green Fayre)</b> 10,854 REACH, 73 LIKES/REACTIONS, 1 COMMENT, 3 SHARES</li> <li>3. <b>12.10 @8.35pm, ‘Have your say on Car Parking’</b> 8893 REACH, 11 LIKES/REACTIONS, 35 COMMENTS, 6 SHARES</li> <li>4. <b>30.9 @10.28am ‘And We’re Off’ (Green Fayre)</b> 8699 REACH, 68 LIKES/REACTIONS, 5 COMMENTS, 6 SHARES</li> <li>5. <b>2.10 @8.30pm ‘Have your say on Car Parking’</b> 3757 REACH, 5 LIKES/REACTIONS, 26 COMMENTS, 9 SHARES</li> </ol>		

### Facebook Stats for Congleton Town Hall

Followers: 874 | 795 Likes

### Facebook Stats for Congleton Information Centre

Followers: 198 | 133 Likes

### Twitter Stats

Page Followers: 3,449      Total Tweets: 227

Total Engagement: 259

### Instagram Stats – 1033

Page Followers: 1033 (71.4% women) & (28.6% men)

### 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 26 July until 16 October [www.congleton-tc.gov.uk](http://www.congleton-tc.gov.uk)

### Key points:

- Total number of visits: 23,050
- The Paddling Pool (5994) still dominates all site visits even factoring in the pool's closure for a third of the reporting period. Homepage accounts for almost a third of visits (2204)
- 80% of visits are generated organically (via search engines such as google/bing etc), 13% direct (via the URL) and 6% through social links
- Average view times of 55 seconds

### Top 10 pages (largest numbers of visits)

	%	#
Congleton Paddling Pool	26.00	5994
Welcome to Congleton	9.56	2204
Paddling Pool Open	3.76	867
Committee Meetings	2.43	561
What's On	2.36	543
Meet the Councillors	2.15	496
Take That & Party	2.08	480
Contact Us	1.74	401
Shopping in Congleton	1.15	264
Congleton Market	1.28	295
<b>TOTAL</b>		<b>23,050</b>

Paddling Pool page still has the most traffic. It is also responsible for 35% of entrances to the site, and with an average page view time of only 35 seconds compared to 2:44 minutes previously it now comes in 5th behind various pages including the meet the councillors page and the contact us page

Site visit time is much higher when accessed through a search engine or directly with average view times of 0:55 secs and 1:24 min, social view times however are much lower at 0:16 secs on average.

### **Devices Used**

Devices	%	#
Mobile	76.35	6,889
Desktop	20.65	1,863
Tablet	2.80	253
	100.00	9,023

### **New Website Development**

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

### **Press Releases**

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

- 28 July BBC Radio Stoke, In Bloom Judging (Cllr Dave Brown)
- July Churnet Sounds, In Bloom Judging (Cllr Glen Williams)
- 11 Aug Moorlands Radio, Play Day (Jo Money)
- Aug Churnet Sounds, Play Day (Jo Money)
- 18 Sept Moorlands Radio, Green Fayre (Cathy Dean)
- 7 Oct BBC Radio Stoke – Mossley Town Tidy (Cllr Dave Brown)
- 12 Oct Moorlands Radio, World Sight Day (Jackie MacArthur)

### **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 – Autumn 2023 (14k). Next edition delivered from 23 January (also used by Talking Newspapers). After going out to tender, we appointed a new company for the design & print. Extremely pleased with their work – L&J Print Congleton.

	<p><b>Contributed to:</b></p> <ul style="list-style-type: none"> <li>• Effective Directories (double page)– Aug, Sept, Oct (circl. 11k)</li> <li>• Beartown Voice features (circl. 12k)</li> </ul> <p><b>Town Council Events &amp; Activities</b></p> <p>28.7 - 6.8 'Love Parks Week': Scavenger Hunt in the park. Supported Back to Back Garden displays &amp; Friends of Congleton Park summer concert series</p> <p>29.7 &amp; 7.10: In Bloom Community Tidies</p> <p>1 Aug: In Bloom Judging</p> <p>1.8 &amp; 7.10: In Bloom Community Tidies</p> <p>15 Aug: Play Day, town centre</p> <p>5 Sept: 'Know Your Numbers Week. Free blood pressure checks in the town hall</p> <p>22 Sept: World Car Free Day (Barry Speed &amp; Cllrs monitoring air quality outside selected schools</p> <p>23 Sept: White Ribbon Awareness Event, Astbury Mere</p> <p>28 Sept: Net Zero Business Roundtable (hosted by Congleton Partnership)</p> <p>30 Sept: Green Fayre</p> <p>6 Oct: Take That Tribute event</p> <p><b>Key events supported</b></p> <p>26-27 July: Jazz &amp; Blues</p> <p>Sept: Oxfam's Second Hand Sept Campaign</p> <p>20 Sept: East Cheshire Chamber Business Fair – CTC exhibited</p> <p>29 Sept: CMQ Pre-Launch - CTC promoted, attended by staff and cllrs</p> <p>3 Oct: CEC Scams Awareness Event – CTC promoted &amp; officers &amp; cllrs attended</p>
<b>Recommendations</b>	For Councillors to note the report and for the officer team to take on board suggestions and recommendations from Councillors.
<b>Financial Implications</b>	Work is delivered within the annual budgets set by the Town Council
<b>Environmental Implications</b>	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.
<b>Inclusivity Diversity Impact</b>	The team uses different channels and communications tools to meet different audiences.
<b>PROPOSALS</b>	That Councillors note this report.

