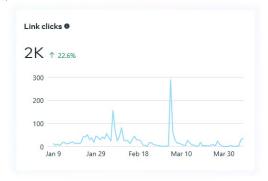
CONGLETON TOWN COUNCIL

COMMITTEE REPORTS AND UPDATES

COMMITTEE:	Community	Committee						
MEETING DATE AND TIME	17 April 2025 7.00 pm		LOCATION			Congleton Town Hall		
REPORT FROM	Debbie Coxon, Marketing and Communications Officer							
AGENDA ITEM REPORT TITLE	13 Communications Update							
Background	This paper has been prepared to give committee members an update on the communications activities that took place over the last 90 days (9 Jan-8 April)							
	Facebook Performance Overview The state of							
Details	Views 380K	Visits 5.9K	Reach 53K	Interactions 1.8K		Follows 132	Clicks 2K	
	Views ● 379.7K ↓ 34.6% 20K 15K 10K 5K 0 Jan 9 Jan 29 Feb 18 Mar 10 Mar 30				Visits ● 5.9 K ↓ 42.9% 300 200 100 0 Jan 9 Jan 29 Feb 18 Mar 10 Mar 30			
	Reach ● 52.9K ↓ 13% 8K 6K 4K 2K 0 Jan 9 Jan 29 Feb 18 Mar 10 Mar 30				Content interactions ● 1.8 K ↓ 56.8% 200 150 100 50 Jan 9 Jan 29 Feb 18 Mar 10 Mar 30			

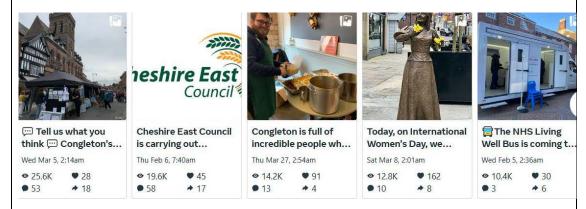




Social media posts issued: 230 (excluding shared posts). Avg. 3 per day

Top 5 FB Posts:

- 1. Town Centre Review Survey
- 2. Park Lane Road Works
- 3. Town Mayor's Civic Awards
- 4. International Women's Day
- 5. NHS Living Well Bus



CTC social posts are usually shared to:

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

CTC Website:

The new website is now entering into the content migration stage. Four CTC officers will receive initial training on the new website on 11 April. Content migration is expected to be completed by mid-May.

Key Statistics for the website:

Views: 17K, Active Users: 5.7K, Av engagement time: 1min 2 sec

Organic searches (7.5K visits) continue to generate the highest traffic, via search engines such as Google/Bing etc.

Top 10 pages (largest numbers of visits)

Page	Views	Users	
TOTAL	16,746	5,738	
Welcome to Congleton	1,940	794	
Events What's-On	959	601	
Congleton Unplugged	914	736	
Committee Meetings	583	82	
Shopping in Congleton	405	305	
Meet the Councillors	294	183	
Book the Town Hall	265	187	
Weddings & Parties	259	190	
Contact Us	244	203	
Town Council approves Budget	199	182	

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.

Key Events

- 25.2 Clairvoyance Evening
- 7.2 The Jam'd
- 11.3 Discover Volunteering evening
- 14.3 Town Mayor's Ball
- 18.3 Health and Wellbeing Fayre, Town Hall, 10 am-3 pm
- 25.3 Town Mayor's Civic Awards Launch
- 1.4 Disability Awareness Scheme Launch
- 8.4 Easter Treats

New publications

New logo, branding, leaflets, poster for the Food & Drink Festival

Press Releases: 26
Radio Interviews: 4

	Other Editorial: Effective Directories, Jan-March (circl. 11k) Beartown Voice (circl. 12k), March edition, promoting Volunteer Action Day, Health & Wellbeing Fayre, CTC Diary Dates for 2025.
Proposal	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 communication tools to meet different audiences.
Decision Required	That Councillors note this report.