

Report to the Cockfield Annual Parish Meeting, May 25th 2023

Community Email Broadcasts

- In the period May 2022 to May 2023 58 broadcasts were issued (previous period 80)
- The average open rate for the same period was 65% (65%), the highest was 78%, the lowest 58%.
- The number of subscribers remained at 262, due to some unsubscribes as well as new subscribers
- To everyone who does not receive the broadcasts – Please Subscribe!

Village Website, www.cockfield.org.uk

Over the past 12 months accesses to the website have remained comparable to 2022 although the overall total is slightly down. Total page views averaged over 1,400 per month and unique page views (i.e. ignoring repeat user accesses to the same page in the same day) were over 1,200 per month. For the year to May 2023, apart from the home page which is always going to be the most accessed page, the next highest number of hits belong to the Calendar, Village Hall and Parish Council pages. (last year's equivalent: Village Hall, Calendar and Green Links pages)

Page Views	May 21-Apr 22	Monthly Average
Total page views	17,465	1,455
Unique page views	15,076	1,256

Top 10 Page views, 12 months to May 2023

Page	Page Views
Home Page	2,841
Calendar	938
Village Hall	827
Parish Council	787
Welcome to Cockfield	776
Green Links	496
Amenities: Post Office	462
Where to find Cockfield	449
Amenities: Local Pubs	436
Our Churches	419

Neil Ashton

May 2023