

Webmaster Committee Meeting Report – October 2023

Updates made to the 'new to caving' area – the recently produced leaflet has been added as a download.

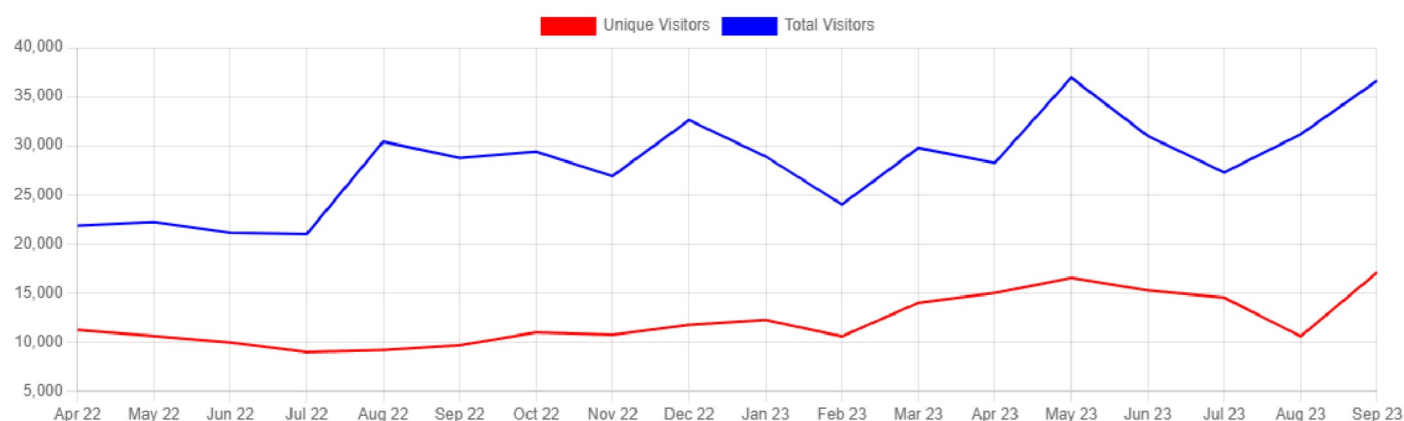
New options added to the training booking process to allow for further information to be gathered at the time of booking. This is particularly helpful for new to caving events to get people clothing size etc. The organising club for new to caving events now also receive the booking confirmation emails automatically to make organisation smoother.

Twitter branding updated to 'X' and CNCC now also have a Threads account cos we're down wiv the kids.

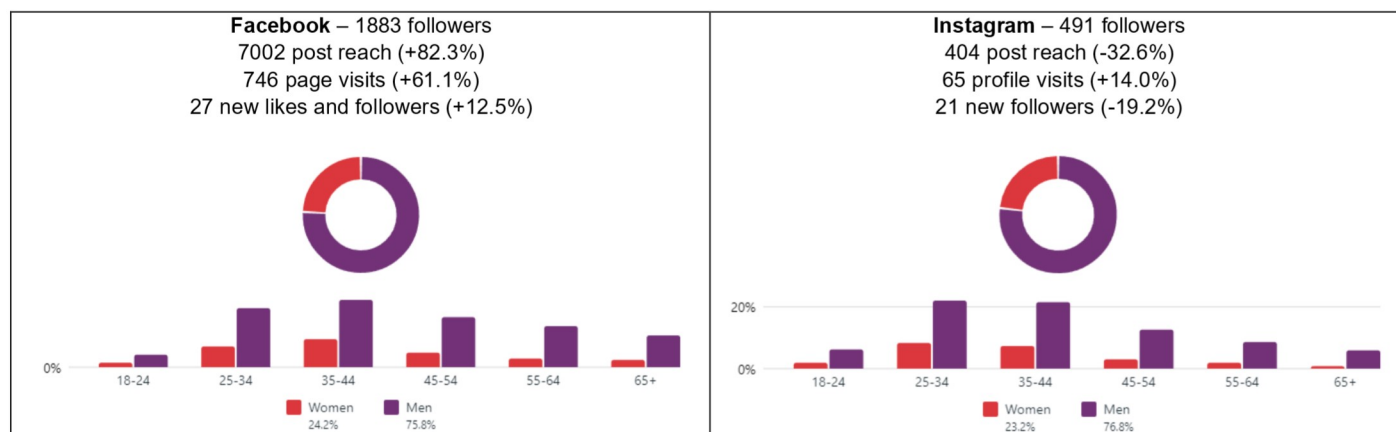
Analytics

Site visitors

	Oct 22	Nov 22	Dec 22	Jan 23	Feb 23	Mar 23	Apr 23	May 23	Jun 23	Jul 23	Aug 23
Unique	10,991	10,752	11,760	12,258	10,589	14,009	15,004	16,538	15,272	14,532	10,589
Total	29,370	26,902	32,602	28,910	24,014	29,766	28,255	36,914	30,979	27,267	31,164



Social Media - statistics for the last 90 days. Percentage is comparison to previous 90 days.

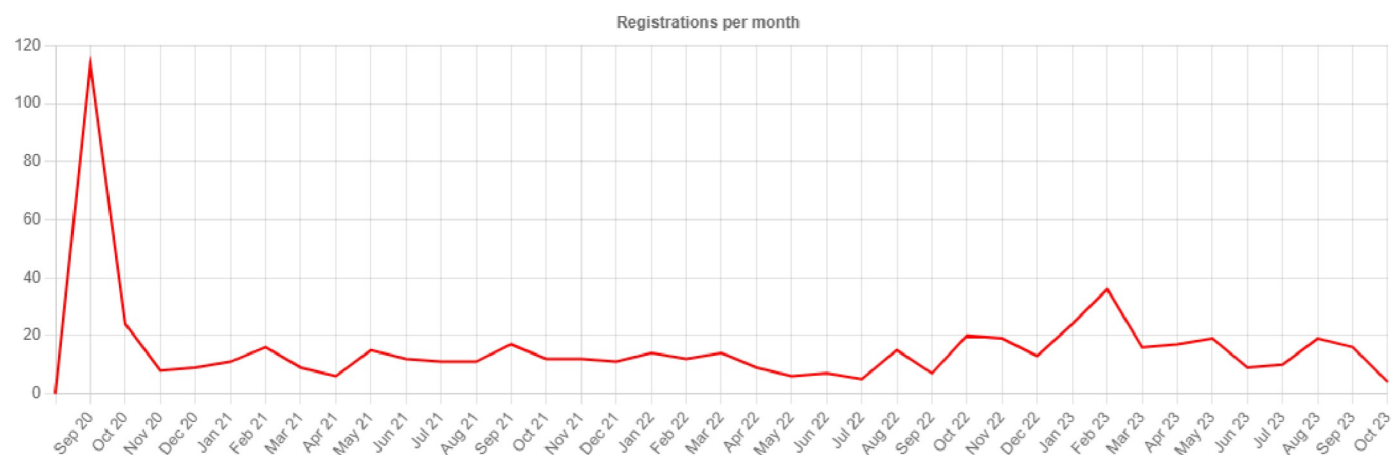


Social media followers comparison:

	CNCC	DCA	CSCC	CCC	DCUC	BCA	UK Caving
Facebook	1883	790	558	--	--	2500	4200
Instagram	491	--	--	--	--	--	1013
X	561	508	--	--	--	256	776
Threads	31	--	--	--	--	--	--

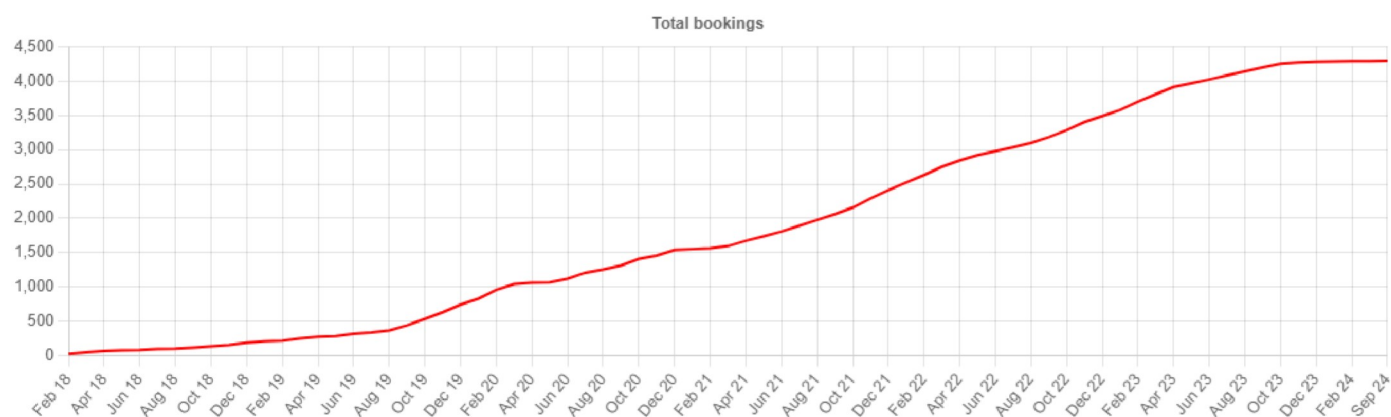
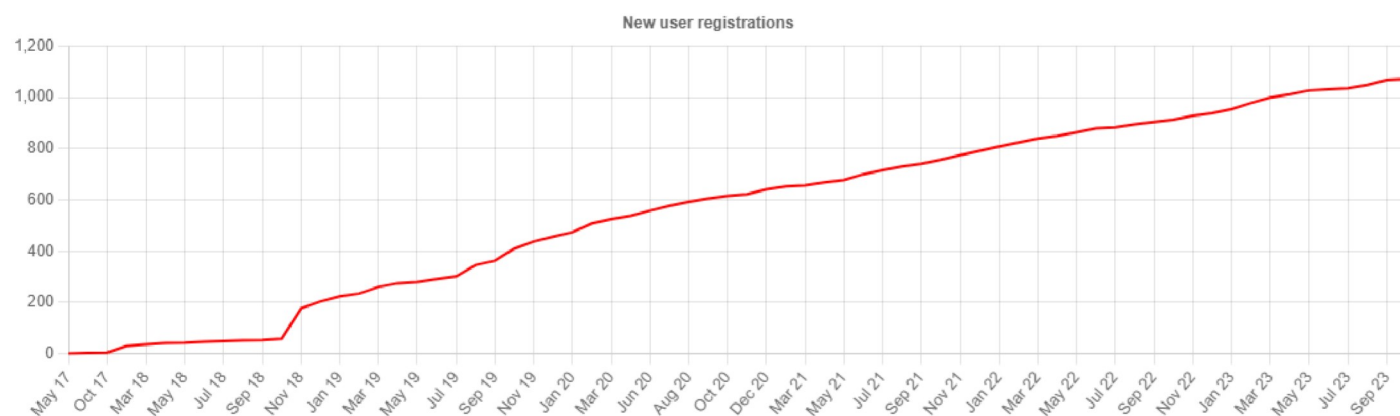
Mailing List

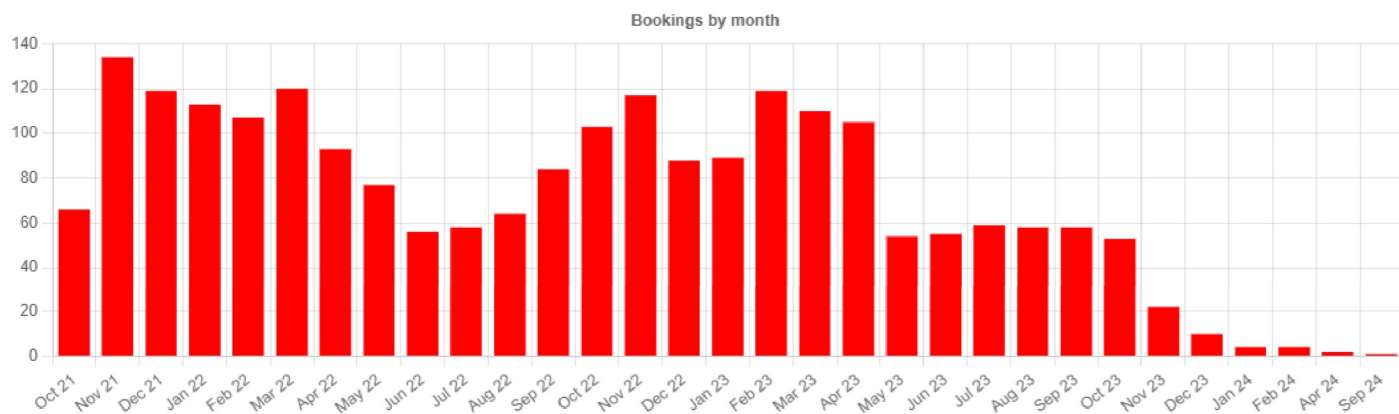
- The mailing list contains 608 people (+58 since last report).



Online Booking System

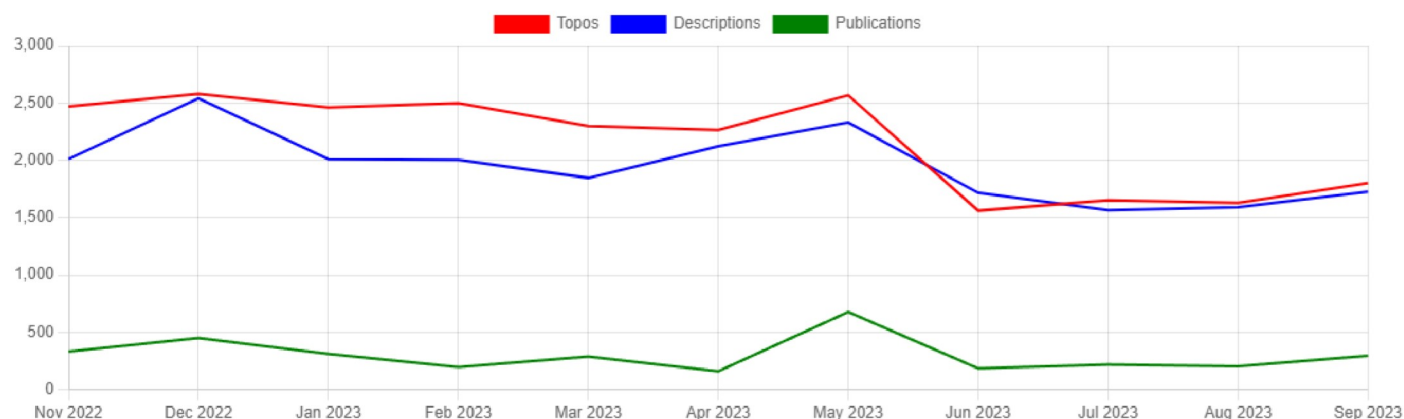
- 1072 registered users
- 4947 individual bookings have been made. This number includes 4294 approved bookings and 652 cancelled bookings.
- 216 (20%) made a positive statement that they are NOT BCA members.
- 739 (69%) said they are members of a club.
- Of the users who specified gender there are 182 female (17.5%), 766 male (73.7%) and 2 other (0.2%).
- The average age is 49.5 with the youngest 19 and oldest 82.





Media Downloads

	Topos	Descriptions	Publications
Sep 2023	1800	1727	295
Aug 2023	1628	1589	204
Jul 2023	1651	1564	219
12 Month Average	1981	1788	277



Top 10 media downloads (last 3 months)

Topos	Descriptions	Publications
257 - Alum Pot	295 - Ease Gill Caverns	141 - Shuttleworth Pot (Witches Cave) Conservation Guide
163 - Lost Johns' Cave	293 - The Leck Fell Master Cave System	119 - CNCC Newsletter Issue 13 - May 2023
140 - Sell Gill Holes	258 - Alum Pot and Long Churn Caves	83 - New to Caving Leaflet
139 - Yordas Pot and Cave	236 - Gaping Gill	45 - Great Douk Cave - A Guide to Hidden Gems
118 - Jingling Pot	203 - Caves of Scotland	40 - CNCC Newsletter Issue 12 - Oct 2022

Report data snapshots taken 10 October 2023.