

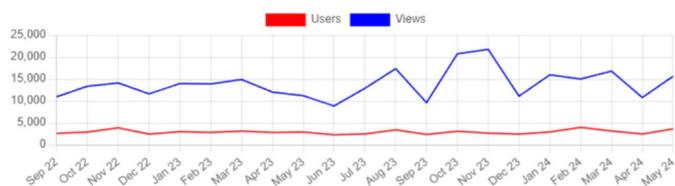
Web Administrator Report – June 2024

- Following the March AGM, the CNCC name has been changed across the website, social media and UK Caving to Council for the Northern Caving Community. New logos created for future publications.
- New anchor locations section added to the equipment area of the website. This lists details of caves that have been approved for installation but not yet completed. Some have been hidden with a generic “plus x more projects” as requested by Sam Allshorn. These pending updates also show in the fixed aids section of the individual cave details page.
- New inclusivity section added to the resources area. There is more content to add here in future but for now it contains basic contact information and a form to allow reporting of issues / concerns.
- Reporting of cave / topo / conservation issues now displays in the admin area to make sure any reports requiring action are visible to everyone. A status is shown, and notes can be added. The reports are also emailed to the relevant person as before.
- More recently I've been working with Matt Ewles to produce issue 15 of the newsletter which should be published by the time of the next committee meeting. The style has been modernised further and is the largest one yet. In addition to the digital PDF version, the aim is to also publish via Hayzine allowing a more readable, page turning, on-screen experience.
- In the last few days we have just topped 2000 followers on Facebook!

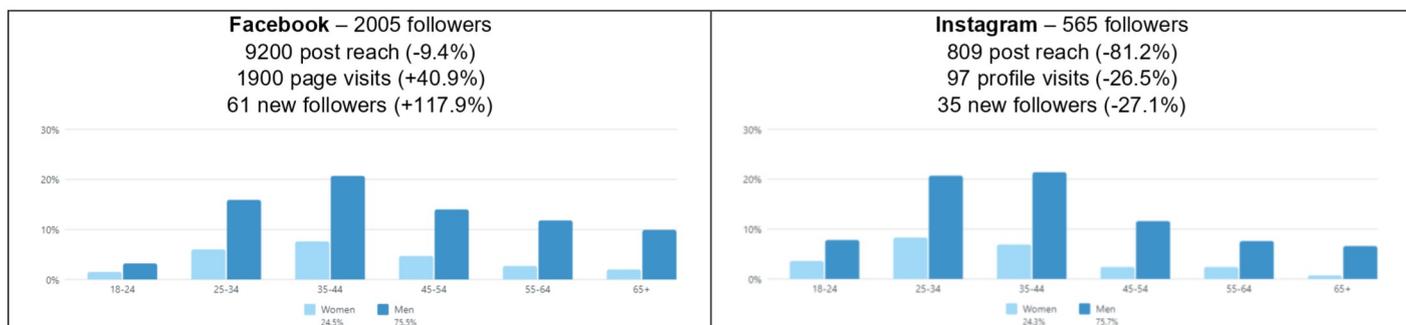
Analytics

Site visitors

	Jun 23	Jul 23	Aug 23	Sep 23	Oct 23	Nov 23	Dec 23	Jan 24	Feb 24	Mar 24	Apr 24	May 24
Users	2,294	2,472	3,425	2,373	3,089	2,667	2,445	2,937	3,972	3,164	2,473	3,641
Views	8,866	12,882	17,361	9,609	20,750	21,756	11,100	15,961	15,010	16,802	10,783	15,635



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	2005	814	649	--	--	2700	4300
Instagram	565	--	--	--	--	--	1010
X	585	579	--	--	--	258	773
Threads	52	--	--	--	--	--	--
YouTube	22	--	--	--	--	--	--

Mailing List

- The mailing list contains **702** people (2 have requested to be unsubscribed).



Online Booking System

- 1172 registered users
- 5703 individual bookings have been made. This number includes 4991 approved bookings and 711 cancelled bookings.
- 247 (21%) made a positive statement that they are NOT BCA members.
- 806 (69%) said they are members of a club.
- Of the users who specified gender there are 201 female (17.7%), 841 male (74.1%) and 3 other (0.3%).
- The average age is 50 with the youngest 19 and oldest 83.



Media Downloads

	Topos	Descriptions	Publications
May 2024	2842	2479	518
Apr 2024	2198	2015	377
Mar 2024	3029	2476	493
12 Month Average	2285	2125	446



Top 10 media downloads (last 3 months)

Topos	Descriptions	Publications
240 - Bar Pot / Small Mammal / Flood Entrance	373 - The Leck Fell Master Cave System	307 - Shuttleworth Pot (Witches Cave) Conservation Guide
229 - Alum Pot	358 - Gaping Gill	101 - Great Douk Cave - A Guide to Hidden Gems
192 - Jingling Pot	350 - Ease Gill Cavems	95 - CNCC Newsletter Issue 14 - December 2023
192 - Bull Pot	251 - Alum Pot and Long Churn Caves	88 - New to Caving Leaflet
186 - Lost Johns' Cave	199 - Caves of Scotland	72 - CNCC Newsletter Issue 9 - Mar 2019

Report data snapshots taken 12 June 2024.