

## Web Administrator Report – October 2024

Not a lot of changes to the site since the last report due to Hidden Earth and other commitments, just the usual housekeeping.

Along with Matt Ewles, we created content for the Hidden Earth stall, particularly to reflect the new name. The stall got some great feedback and included a period of the day where the average age of people running the stall to be about 25! Thanks to everyone who came along to help. CNCC were the only regional council to attend the conference, even BCA did not have a presence.

The main poster is available to download from the publications section of the website.



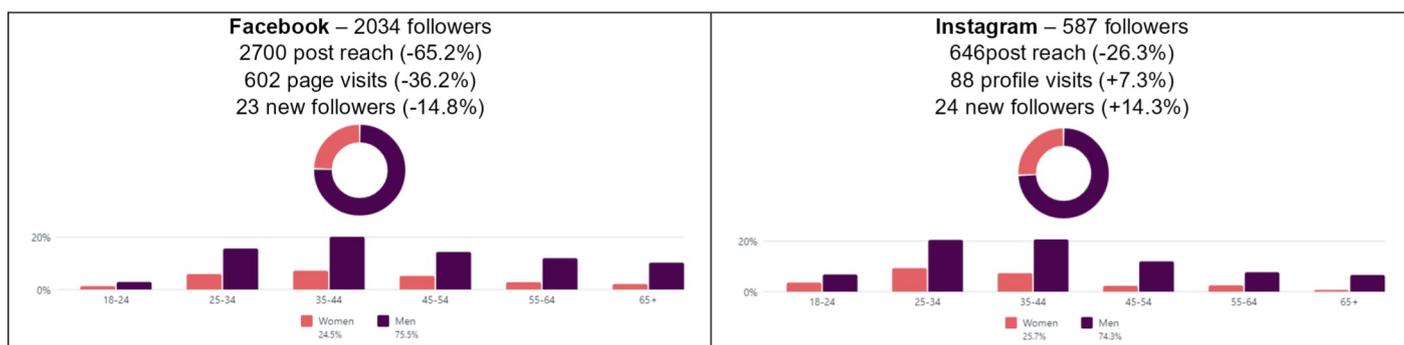
## Analytics

### Site visitors

	Oct 23	Nov 23	Dec 23	Jan 24	Feb 24	Mar 24	Apr 24	May 24	Jun 24	Jul 24	Aug 24	Sep 24
<b>Users</b>	3,089	2,667	2,445	2,937	3,972	3,164	2,473	3,641	2,763	2,678	2,941	2,615
<b>Views</b>	20,750	21,756	11,100	15,961	15,010	16,802	10,783	15,635	13,916	11,285	14,244	12,916



**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
<b>Facebook</b>	2034	832	652	--	--	2700	4300
<b>Instagram</b>	587	--	--	--	--	--	1029
<b>X</b>	585	579	--	--	--	260	762
<b>Threads</b>	66	--	--	--	--	--	--
<b>YouTube</b>	23	--	--	--	--	--	--

## Mailing List

- The mailing list contains **747** people (**2** have requested to be unsubscribed).



## Online Booking System

- 1216 registered users
- 6000 individual bookings have been made. This number includes 5261 approved bookings and 738 cancelled bookings.
- 266 (22%) made a positive statement that they are NOT BCA members.
- 832 (68%) said they are members of a club.
- Of the users who specified gender there are 213 female (18.1%), 871 male (73.9%) and 3 other (0.3%).
- The average age is 50 with the youngest 19 and oldest 83.



## Media Downloads

	Topos	Descriptions	Publications
Sep 2024	2316	2157	360
Aug 2024	2476	2358	553
Jul 2024	3494	7426	2470
<b>12 Month Average</b>	<b>2524</b>	<b>2618</b>	<b>718</b>



## Top 10 media downloads (last 3 months)

Topos	Descriptions	Publications
956 - Lost Johns' Cave	956 - Lost Johns' Cave	895 - Shuttleworth Pot (Witches Cave) Conservation Guide
224 - Alum Pot	224 - Alum Pot	140 - Great Douk Cave - A Guide to Hidden Gems
163 - Yordas Pot and Cave	163 - Yordas Pot and Cave	118 - CNCC Newsletter Issue 5 - Feb 2017
158 - Bar Pot / Small Mammal / Flood Entrance	158 - Bar Pot / Small Mam / Flood Entrance	96 - CNCC Newsletter Issue 4 - Jun 2016
145 - Simpson's Pot	145 - Simpson's Pot	94 - CNCC Newsletter Issue 15 - June 2024

Report data snapshots taken 15 October 2024.