

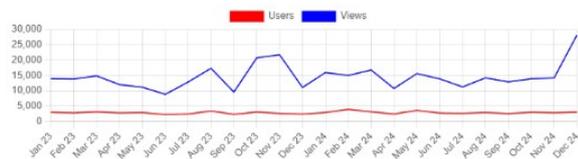
Web Administrator Report – January 2025

✖ Issue resolved	Resolved the issue of contact images not updating on the public site after the user changed their photo.
🔧 Functionality improved	Improved the look of contact images. They now zoom on hover.
🔧 Functionality improved	Officer roll descriptions on the 'get involved' section now get the data from the newly added job description box in the admin centre (jobs section) rather than free text. This creates a centralised place to edit job descriptions to maintain consistency across the site.
➕ New feature	Added upcoming vacant rolls on the contacts page with information on how to get involved. Job description information can be viewed from the contact page on upcoming rolls as well as via an info button on each current contact.
➕ New feature	Created a social media account on Bluesky and added the icon to the social media icons on the header and contacts page.
🔧 Functionality improved	Updated the profile page in the admin center to allow easier uploading of a profile image. It is now possible to zoom and crop within the browser from any image.
➕ New feature	Added a data archive page to the equipment section as a repository for historic (pre-IC anchor) records.
➕ New feature	Added the ability to add a job description to the jobs section as well as an option to set a year that the post will be vacant. This will allow know upcoming vacant posts to be displayed on the website. This is currently complete in the admin centre, pending data entry before being added to the public site.

Analytics

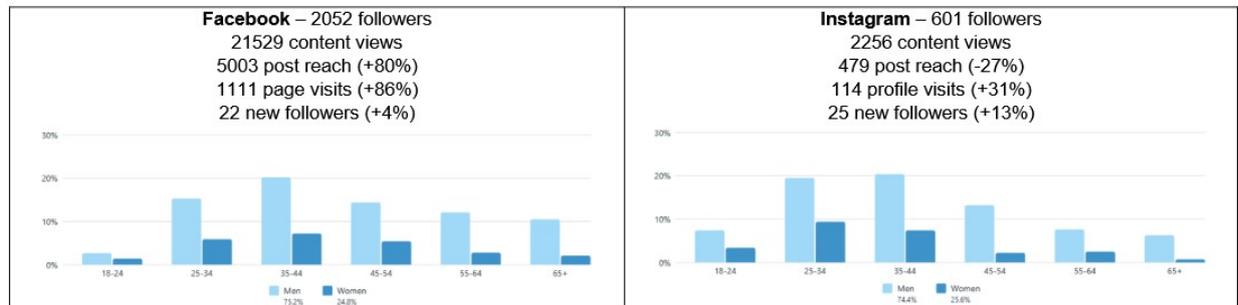
Site visitors

	Jan 24	Feb 24	Mar 24	Apr 24	May 24	Jun 24	Jul 24	Aug 24	Sep 24	Oct 24	Nov 24	Dec 24
Users	2,937	3,972	3,164	2,473	3,641	2,763	2,678	2,941	2,615	3,009	2,869	3,049
Views	15,961	15,010	16,802	10,783	15,635	13,916	11,285	14,244	12,916	13,940	14,219	28,205



Social Media

Meta statistics for the last 90 days. Percentage is comparison to previous 90 days.



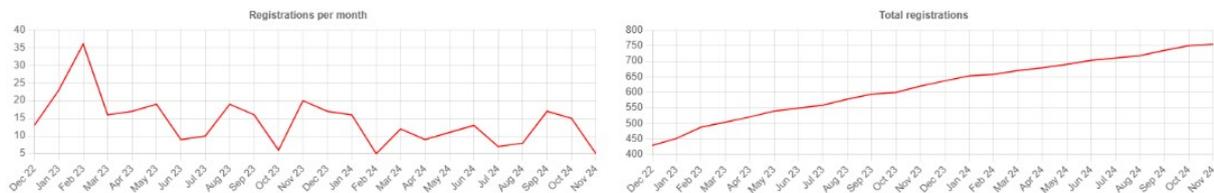
Social media followers comparison:

	CNCC	DCA	CSCC	CCC	DCUC	BCA	UK Caving
Facebook	2052	832	699	--	--	2800	4300
Instagram	601	--	--	--	--	--	1010
Bluesky	17	--	--	--	--	--	--
X	557*	570	--	--	--	258	773
Threads	71	--	--	--	--	--	--
YouTube	23	--	--	--	--	--	--

*Followers have actually gone down from 585 in the last report. Perhaps an indication of a move away from X by a lot of people. The same has happened for DCA too.

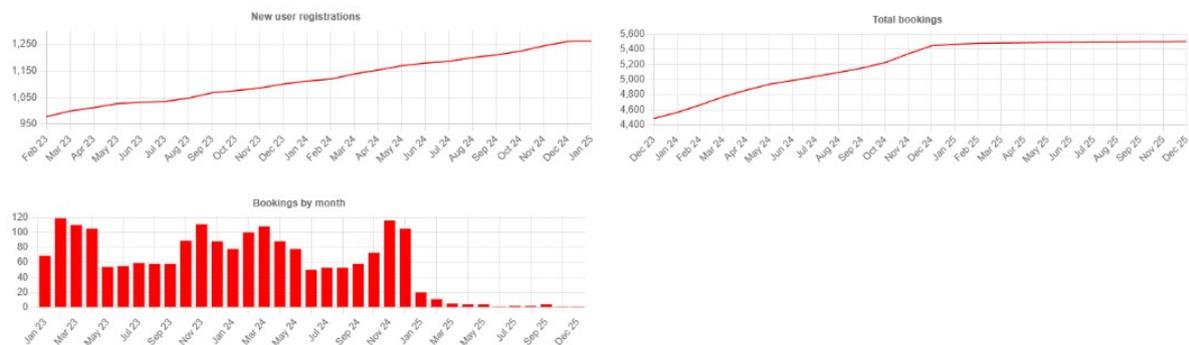
Mailing List

- The mailing list contains **771** people (**7** have requested to be unsubscribed).



Online Booking System

- 1263 registered users
- 6268 individual bookings have been made. This number includes 5501 approved bookings and 766 cancelled bookings.
- 280 (22%) made a positive statement that they are NOT BCA members.
- 866 (69%) said they are members of a club.
- Of the users who specified gender there are 227 female (18.6%), 900 male (73.6%) and 3 other (0.2%).
- The average age is 51 with the youngest 20 and oldest 84.



Media Downloads

	Topos	Descriptions	Publications
Dec 2024	2933	2938	993
Nov 2024	3577	3058	633
Oct 2024	2963	2630	614
12 Month Average	2676	2762	770



Top 10 media downloads (last 3 months)

Topos	Descriptions	Publications
350 - AKA Hole	527 - The Leck Fell Master Cave System	373 - CNCC Newsletter Issue 16 - December 2024
298 - Lost Johns' Cave	480 - Ease Gill Caverns	230 - Great Douk Cave - A Guide to Hidden Gems
250 - Alum Pot	305 - Alum Pot and Long Churn Caves	213 - Shuttleworth Pot (Witches Cave) Conservation Guide
229 - Short Drop and Gavel	220 - Gaping Gill	157 - CNCC banner from Hidden Earth 2024
224 - Notts Pot	217 - Short Drop Pot and Gavel Pot	111 - New to Caving Leaflet

Report data snapshots taken 09 January 2025.