

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

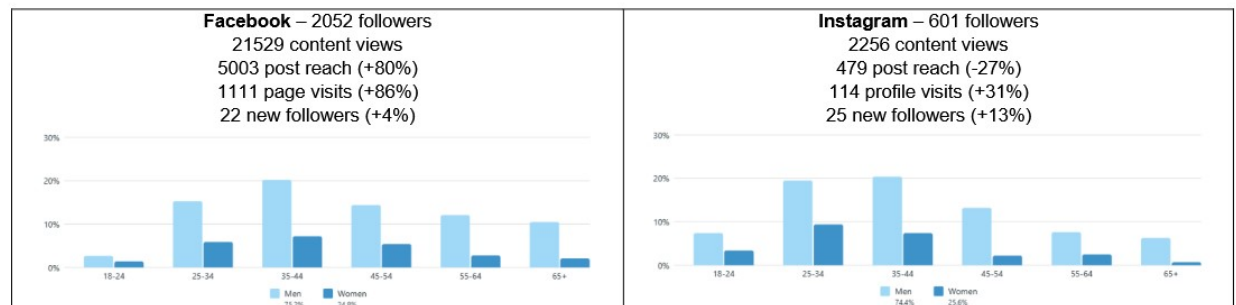
Site visitors

| | 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.



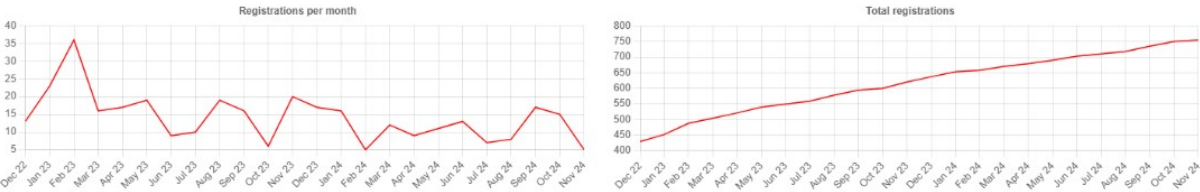
Social media followers comparison:

| | 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.

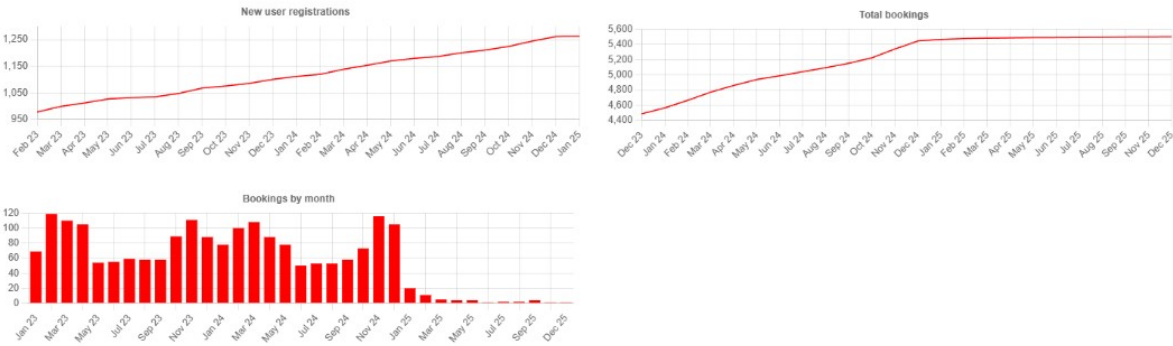
Mailing List

- 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.