

Agenda Item 4

For information - Marketing and Communications Update

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Summary

This report is an overview of the digital platforms work of the comms team.

Frome Town Council website

The new website was launched following our last Council Matters meeting in February and is performing well. There was an increase in sessions from visitors to the site and most notably on launch week more people were looking at more pages, and the average duration session time also peaked in line with this, which is the hope from a redesign. As a direct result and (a number of tweaks) we can see that the bounce rate has now decreased and resides within the 40% bracket which is ideal and means only 40% left after visiting one page only, 60% went on to visit other pages. This suggests that people are finding the site easier to navigate and are finding what they are looking for. Our focus for the website now moves to getting the Family Information Service up and providing the best user experience possible.

Since the launch in February, the new website continues to perform well. Most notably in the rise of page views and pages/session since the introduction of FIND.

| Week of | Sessions | Users | Pageviews | Pages/Session |
|---------|----------|-------|-----------|---------------|
| 19-Apr | 2296 | 1927 | 5110 | 2.23 |
| 26-Apr | 2058 | 1716 | 5675 | 2.76 |
| 03-May | 2116 | 1741 | 5699 | 2.69 |
| 10-May | 2086 | 1645 | 7327 | 3.51 |
| 17-May | 2730 | 2167 | 7963 | 2.92 |
| 24-May | 2486 | 2026 | 6804 | 2.74 |
| 31-May | 2025 | 1705 | 4643 | 2.29 |
| 07-Jun | 2174 | 1742 | 5528 | 2.54 |
| 14-Jun | 2068 | 1647 | 5738 | 2.77 |

FIND has been in the top 3 most viewed pages since its launch in May.

Aside from the homepage, and the new Mayor announcement it has been the most visited page in the past six weeks, proving its reach and the need for the directory. Interestingly, there was a drop in visitors to that page during the week of the school holidays. With further promotion of the directory planned, including taking it out and about at all our events, we expect the stats to increase over the coming months and for FIND to be one of the most visited areas on the website.

Below are the most visited pages within FIND – we will use this to refine the service once we have 3 months’ worth of data.

| | | |
|----|---|--|
| | | 1,338 % of Total: 7.74% (17,289) |
| 1. | /family-support-and-advice/ | 463 (34.60%) |
| 2. | /things-to-do-places-to-go/ | 376 (28.10%) |
| 3. | / | 309 (23.09%) |
| 4. | /education/ | 97 (7.25%) |
| 5. | /childcare/ | 49 (3.66%) |
| 6. | /young-people/ | 22 (1.64%) |

May also saw the announcement of our new Mayor, his updated page on the website gained nearly 300 visitors in his first week in office.

Event promotions are in full swing at the moment, and this is reflected in the pages visited with Picnic in the Meadow and Bike Jumble being top landing pages following press activity.

Discover Frome website visitors have been steady with an increase in May as things have started to open up. Most visited pages are the Markets, Shopping, and Food & Drink pages, followed by Town Walks and events and we are still beating Wikipedia in google for all things Frome!

| | | | | |
|------|----------|-------|-------|-------|
| 2021 | January | 7181 | 6175 | 12377 |
| | February | 6910 | 5937 | 11583 |
| | March | 8859 | 7753 | 15645 |
| | April | 12062 | 10356 | 22905 |
| | May | 15381 | 13416 | 29849 |

Social

We have identified gaps to our offer in our review and have looked for creative ways to deliver those elements without the need for needing extra resource and not compromising on over all content. As anticipated, this has included giving our feed a lighter touch.

We have linked our Instagram page with an unused Discover Frome Facebook page. This is mostly image based, and supports business, events and walking and cycling through-out the town. The result is a slightly less busy Facebook feed, leaving greater space for events etc and more engagement providing many more opportunities for some really lovely images

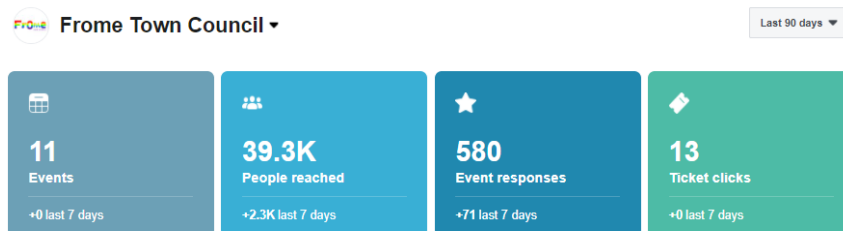
Following on from the increase in website visits due to the new Mayor, there has been similar activity on our FTC social channels. With new videos by local students to sharing his new Mayor's Column, Andy Wrintmore has started his social year with gusto.

Posts relating to our events are also performing very well and look forward to the delivery of these events soon starting with Picnic in the Meadow. We were equally pleased to see so many viewing and responding to the People's Budget Events videos shared on our social platforms and the feedback and support put forward on the Your Priorities platform.

The profile of the town has been raised with the recent filming of the Community Fridge for Escape to the Country, and the town looking so great, mainly due to the amazing work of the

Rangers which is always very well received, and both are performing really well on our social channels.

Again, using our social channels to spread the word about upcoming events, the below demonstrates the traction a Facebook Event creates for our individual events.



Last Council Matters we outlined our plans to give Frome Town Council social channels a lighter and more appealing touch, this is reflected in the content published. The audiences seem to be responding well to this approach with increased positive engagement. We have a decreased reach due to fewer posts but increased net followers on Facebook.

Below shows the reach and engagement across all four of our FB accounts. Guided Walks have yet to be relaunched since lockdown and will relaunch in the festival so are just about to be ramped up and the initial festival events are already fully booked. This is being used as their launch pad.

We reinstated Discover Frome Instagram and Facebook social accounts on 28th May. So far we've seen an increase in new followers of about 10%. Which is great for a first month. The post that's received the most response is the image of Andy Wrintmore in front of the Town Hall as well as the 'Something wonderful will happen' post about the forthcoming Frome Festival.

By trying to maintain a balance of promotional posts for local businesses as well as 'inviting' images of Frome – both of which largely get a similar amount of response, we hope to really be able to support our visitor offer and provide more bandwidth for our community offer on other channels.

On Facebook, the posts with the highest level of engagement were the film made by the Polish Saturday school and the post congratulating Dan Musselwhite on reaching the final of BBC2's All That Glitters as part of a general promotion for Black Swan Arts and the businesses/makers based there.

Newsletters

We have been working hard to increase our newsletter reach and click rate.

Our Clerks Update open rate is 45.7% compared to peers' average performance of 36.8%

And our click rate is 7.2% compared to 6.2%. In the May newsletter FIND was the most clicked through item, followed by PB Your Priorities. In June Cycle Together received a lot of traffic and Emma is now booked up and with a waiting list. Frome Scrapstore event was also clicked well and shows a lot of interest and that is useful for our play audit going forward.

The community groups newsletter click rate is 47.2% compared to 38.1% with a click rate of 7.2% compared to 5.8%. This has received really nice feedback "Have probably said it before, will almost certainly say it again (when I've forgotten!) – this a quite brilliant newsletter to send around the groups. Heartfelt thanks." (John 22.04.2021)