



## Annual Report 11/12 - Debenham web site

<http://debenham.onesuffolk.net>

**Author:** Barry Woods  
**Role:** Web site Editor  
**Date:** 28 May 12

### 1. Executive Summary

The website was re-launched 12 months ago and has since received positive acclaim as well as saving 60% of cost on the parish precept. With around 1,800 visitors per month and near daily updates, many are finding it very useful. On the downside, the website offers facilities for individuals, clubs, organisations, businesses and home based services which are not being used.

New facilities will continue to be launched and additional effort expended in attracting more content. But I believe that Debenham now has a world class community website and meets the needs of the community for rapid communications.

### 2. Introduction

On 18 Apr 2011, the Debenham website was re-launched using a system provide by 'onesuffolk', part of Suffolk County Council, who offer free websites to local community group. It has been generally well received and reaps praise for the depth of information, ease of navigation and clarity of presentation.

A website poll revealed that 96% of people think it is 'better' or 'much better' than the old site and 'onesuffolk' voted it Website of the Month for May2011. To date, it has attracted 30,000+ visitors from 74 different countries and regular visits have stabilised at around 1,800 per month. The site is updated on a regular basis with around 30-40 updates per month.

### 3. Revenue

The move to the new website made a saving of **£1,200pa** on the running cost. In addition, we do offer businesses their own website or short term advertising – but this is done on my own personal webspace as 'onesuffolk' webspace cannot be used apart from advertising brief descriptions. This year, a total of **£259** was raised to further offset the website cost.

In addition, Debenham is now registered as an Amazon Affiliate. Visitors to the Debenham site can click on the Amazon link and we get 5% of any money they spend. Last year, it raised a miserable **£17!** In spite of advertising this feature, very few of the good folk of Debenham seemed to have used it.

In summary, this revenue has reduced the demand on the parish precept by **~60%**.

### 4. The Good Bits

The new website has been used to launch/upgrade a number of features.....

- Have Your Say on Hot Topics – Presentation of relevant local issues and publishing of comments – sometimes incorporating a Have Your Say vote
- Email Alert Service – currently with 90+ subscribers who receive email alerts of any major issues.
- Alerts - Specific page advising of police, virus, email scams etc

- Find a Friend – Enabling people from around the world to make contact with friends and family in Debenham
- Smile – It may never happen! – Light hearted round up of (respectable) jokes to brighten your day
- Progress on Local Issues – Summary page bringing together updates on past issues which may have become lost in the mists of time

## 5. The Not So Good Bits

There are a considerable number of individuals, clubs, organisations and businesses that use the website but.....

- Only THREE retail outlets along the High St advertise their presence – in spite of it being FREE and in spite of emails, door drops and posters advertising the facility. I'm trying to use the website to make Debenham attractive to visitors – but when they see there is virtually no place to eat, drink, stay or visit (in spite of the two pubs, fish and chippie and Indian), it doesn't create a good impression
- A lot of clubs and organisations have a presence but I'm aware of the existence of others that don't want to advertise themselves
- Very few local residents make use of the For Sale facility inviting them to sell their unwanted items
- Likewise, I have launched Home Based Services page where people can advertise their (maybe) part time business e.g. baby sitting, gardening, catalogue sales etc

## 6. Acknowledgements

I would like to say a big **THANK YOU** to all the following for their work and support over the past year:

- **Suzie Morley** – Sub-editor who provides a specific Family History web site. This has world-wide appeal for those seeking information on Debenham. A measure of its success is that 97 people from around the world are tracing Debenham roots.
- **Tony Hutt** – Sub-editor who is maintaining all the Church and Church Organisation pages for the Debenham Benefice and other churches in this area.
- **Chris Sharpe** – Who has taken on the role of sub-editor Social Networking and has established a presence for Debenham on Twitter with 90+ followers.
- **Kerry Burn** – From 'onesuffolk' who provides excellent support to resolve new website post-launch issues

## 7. Conclusion

I believe that Debenham now has a world class community website and meets the needs of the community for rapid communications.

**END OF DOCUMENT**