



Annual Report 13/14 - Debenham web site

<http://www.debenham.onesuffolk.net>

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1. Key Indicators

During the past year, the website has received an average 1,696 visits per month (slightly down on last year) and been subjected to an average 40 updates per month. There are currently 118 business advertisers, 41 local organisations and 135 people signed up to the Email Alert Service in addition to 166 followers on Twitter.

During the whole year, 'Debenham, Suffolk' has retained its No 1 ranking on popular search engines but 'Debenham' remains at No 2 – I still haven't pushed Debenham's Store off the top spot!!

Income from 'paid for' business websites (hosted by the Editor) amounted to £139 but the website continues to be hosted FREE by Suffolk County Council, thus saving £1,200 from the Parish Precept.

These indicators are around the same as last year suggesting the website has now stabilised in terms of visitor numbers. I don't expect to see any significant change unless more Debenham folk awake to the fact that they have a website – and make use of it!

2. Highlights

During 2012/2013, quite a few new features were added and I believe the website now provides a very comprehensive set of features. So in 2013/2014, only a few minor changes have been made:

- **Shortcuts.** To aid navigation across a website with many pages, links to a list of the most popular pages has been added to the front page.
- **CAB Survey.** Survey Monkey was used to promote the CAB Survey on Debenham Outreach Centre. Interestingly, it generated 77 responses whereas the parallel paper survey generated only 5! A summary of the results and actions has been added
- **Debenham Community Association.** Based on an initiative from Eddy Alcock, the website has set up a specific Debenham Community Association page that enables local organisation to add, change or delete their contact details. In parallel, an additional service is being provided whereby any organisation can

request that I broadcast a message to the latest list of contacts.

- [Survey Design Service](#). A new service has been launched whereby we will support the setting up of online/offline surveys using Survey Monkey. It is currently limited to local, non-commercial organisations at a cost of £10 per question.
- [Latest Website Updates](#). These have been moved to the front page to make them more visible for anyone to see what changes have taken place over the past month or so.
- [Weather Forecast](#). I managed to track down a really spiffy 'widget' that enables HTML code to be posted into the left hand column. This has been used to provide front page weather forecast and also used for the 'Please Give Me a New Home' feature.
- [Achievement Award](#). I am pleased to announce that Debenham has been given an Achievement Award for being one of the best websites operated by 'onesuffolk' who support around 400 community websites.

4. **Lowlights**

As well as serving the needs of the local population, the website is also intended to help visitors and potential residents with information about Debenham. The website has an Advanced Search facility and I get a weekly report on what sort of things people are searching for – and this can be very revealing! By using this facility, visitors would discover that:

- There are no pubs in Debenham!
- There is no fish and chip shop or takeaway!
- There is no Post Office!
- There is no newsagent, grocery shop or butcher!
- There are no taxi services!
- There is no garage!

Now we all know that to be untrue – but they don't!! I do not proactively put adverts on the website on behalf of others – they have to send me the info and be responsible for it. I trust I've made my point!!

5. **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 their Debenham roots and is one of the most comprehensive family history websites in the UK.
- [Tony Hutt](#) – Sub-editor who is maintaining all the Church and Church Organisation pages for the Debenham Benefice and other churches in this area. And also steps in with any important updates if I am away!

- [Chris Sharpe](#) – Who has taken on the role of sub-editor Social Networking and has established a presence for Debenham on Twitter with 166+ followers.
- [Kerry Burn](#) – From ‘onesuffolk’ who provides excellent support to resolve technical website issues

6. Conclusion

I believe that Debenham continues to have a world class community website and meets the needs of the community for rapid communications. But I am always keen to hear the views of visitors with possible suggestions for improvements or new features.

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