



## Annual Report 15/16 - Debenham web site

[www.debenham.onesuffolk.net](http://www.debenham.onesuffolk.net)

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### 1. Statistics

Total visitors	19,553
Average	1,629 per month
Average	54 per day
Different countries	132
Website updates	26 per month
Business advertisers	120
Twitter followers	249
Email Alert Service	115
No of pages	225
No of downloadable documents	627 containing 1,667 pages
Total size	72Mb
Google ranking	1

### 2. Highlights

Prior to 15/16, the website provided a very comprehensive set of features so there have not been too many changes this year:

- **Visitors** – In Oct, the website had its 100,000<sup>th</sup> visitor.
- **Neighbourhood Plan** – A major activity was to design, develop, test and support the Residents, Business and Youth surveys which were conducted between Oct and Jan. Total responses were;
  - Residents 233
  - Business 13
  - Youth 66
- **Skatepark Survey** – A similar activity was set-up to conduct a short survey on the proposed skatepark location. Total responses = 60.
- **Broken links** – I have been running a regular check across the website to uncover any broken links. These are either fixed or the 'owner' is alerted – during which time the link is removed.
- **Forthcoming Major Events** - This has been added to the front page and features the next 1-3 major events occurring within the following two weeks or so. It doesn't all events e.g. regular meetings etc but will be selected from one-off events usually with some fund raising motive. The intention is to give these

a bit of extra publicity.

- **Road Closures** – These are not listed separately on the front page as Debenham seems to be subjected to no end of closures!

#### 4. **Lowlights**

Repeated from last year as virtually no responses have been received despite mail shots and advertising. 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!
- You can't get a flu jab!

This does not give a good impression of Debenham as a tourist centre. We all know the above to be untrue – but tourists 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 240+ 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.