

Village Website

Report to Walberswick APM – May 2022

The Walberswick website has had a fairly uneventful year. No new Act this year to comply with, but keeping it up to date and interesting to read is in any case nearly a full-time occupation.

Claire Whittenbury continues her role as chief of staff where she gives us invaluable advice about “best practice” amongst much else. Our new apprentice of last year, Andrew Lewis, has risen through the ranks, to his new lofty role as administrator, including being in charge of the Parish Council pages. Our sub-editors who have been thwarted during the past two years by lock-down, are operating once again and taking bookings via the website for their various amenities. They remain:

- Pat Lancaster, archivist for the Local History Group
- Matthew Whetmore, Clerk of the Common Lands Trust
- Bill Willison, for the Village Hall Bookings
- Mark Knight, Clerk to the Parish Council

The website has been up and running since February 2009 and nothing has been removed except where GDPR and Accessibility forced a few changes. One thing that became clear during the past two years when so many houses changed hands, was that our newcomers were not aware of the Walberswick website and the amount of information it contains.

Reading Ciao, Walberswick’s WhatsApp, showed people asking - What is Walberswick doing about the bridge closure, what is Walberswick doing about Sizewell C, what is Walberswick doing about the dirty public toilets...If you can’t find the answer on the website itself just use a Contact form. There are 27 contacts and if the one you want isn’t listed, just use General Enquiries.

The website gets a great deal of correspondence and we do our best to answer every enquiry, or pass it on to someone who can answer. Unfortunately, due to data protection, we now have to delete all our correspondence once it’s been answered.

Google Analytics tells us:

Where are our viewers located? (1) UK, (2) USA, and (3) China!

The most popular age group is aged 25-34

There are more male viewers than females, but there are no statistics showing other, or no gender choices. In the last 12 months we have had 17,744 new viewers who’ve looked on average for just 2 minutes and 15 seconds each.

The most popular day of the week is Thursday

But, what happened on 31st March this year? Every statistic increased, and many doubled. Did people think we could read their meters?

On 5th June last year 852 users clocked in, but on January 1st this year, there were only 50!

Perhaps that one needs no explanation.

Apart from the Home or Top page, our most viewed pages are:

- Planning applications pending consideration
- Walberswick Parish Council
- Car Parks
- News posts
- Planning Advisory Group reports
- The Calendar
- The church

- Charles Rennie Mackintosh
- Walberswick Common Lands Charity
- The History Group

The History Group being last in this list belies the amount of correspondence Pat receives via the website.

The website is strictly non-commercial, however we are happy to support local charities, and it has been good to see half the Frank Jennings DVDs we have sold this year, have been via the website, particularly following yet another showing of Villages by the Sea! And, we've received orders for postcards from the Walberswick scroll too - both sales raising money for the Heritage Hut and the safe-keeping of the Scroll.

It would be a conservative estimate to say there are some 650 pages of facts about Walberswick on the website, and we don't expect you to read them all, but, have you noticed our weather forecast? And the flood warning widget which came into its own earlier in the year with the several storms hitting the UK.

If you have never browsed the website, please do. If you have any suggestions, we'd love to hear them.