



Callander Community Council

Meeting Date: 8th November, 2021

Subject: Callander Community Council
Website Report

Report from: Moe Guertin

Callander Community Council Website and Facebook Report

CCC website visitation has marginally increased in the past month. As previously highlighted, the CCC website needs to be more accessible from the main InCallander Homepage which is addressed below.

Work to improve the CCC presence on the InCallander website is underway with phase 1 complete followed by phase 2 in the coming month.

Our Facebook presence is up significantly month on month and reaches far more people than the website, however, both media channels still prove to be vital and content is published on both equally.

Website Statistics

	<u>People Visiting the Site</u>	<u>Pages Viewed</u>
June 2020	110	1,098
July 2020	413	1,912
August 2020	301	1,624
September 2020	144	1,276
October 2020	398	2,395
November 2020	247	1,955
December 2020	317	2,208
January 2021	224	1,700
February 2021	154	1,428
March 2021	129	1,066
April 2021	154	1,394

May 2021	215	1,281
June 2021	332	2,695
July 2021	183	1,411
August 2021	153	1,708
September 2021	152	1,184
October 2021	176	1,273

Top page views in October:

1. Home, 241
2. Minutes, 116
3. Meetings, 102
4. Local Place Plan, 49
5. October Meeting Reports, 46
6. Local Plan, 45
7. September Meeting Reports, 36
8. Rural Housing, 34
9. Planning, 30
10. Current Topics, 30

Facebook Statistics

	<u>Facebook Page Reach</u>
June 2020	7116
July 2020	26,400*
August 2020	2831
September 2020	5841
October 2020	4417
November 2020	5061
December 2020	3776
January 2021	3284
February 2021	1121
March 2021	1229
April 2021	1830
May 2021	1297

June 2021	1573
July 2021	1716
August 2021	1753
September 2021	1,470
October 2021	2,389

Video Recordings of CCC Meetings

Per CCC agreement, all recordings will only be accessible by the CCC chair, secretary and notetaker and are to be used for notetaking purposes only.

Virtual Meetings

As per correspondence received 7 October, CCC are allowed to meet online, in person or a hybrid model. Due to the higher levels of Covid in Callander the October monthly meeting was held via Zoom and CCC took the decision to keep Zoom for the November meeting considering publication time to the public as well as continued community transmission. A CCC member is currently self isolating due to close contact which further supports our current online meeting position. The Zoom account has been maintained for this reason and is due for monthly renewal on the 19th of each month at the cost of £14.39 per month. I have personally paid the Zoom invoice for August, September and October and need to submit claims for reimbursement for each. A form now exists in which to do so. The Bank of Scotland is now bank in control of CCC and arrangements will be made for any future Zoom account payments to be made via the treasurer.

Ongoing Updates

The website administrator has created a 'Meeting archive' using the November reports as the initial instalments. This can be located by navigating from the CCC homepage, Select Meetings from the top row bar, and then meeting archive in the left-hand bar. All reports and minutes which have been submitted are available in the archive from November 2020 to date. Callander Community Councillors with any historical reports or documents are now invited to send those to myself for inclusion in the archive which dates back to 9 January 2017.

InCallander Website

The CCC website hosted on the InCallander website has now been realigned to allow more pertinent information to be front and centre for users on traditional as well as mobile devices. The new layout also includes a built in Facebook feed to allow non-Facebook users to see the most up to date information which they can click through to see the full screen post.

Following on from this will be an update to the InCallander website itself to move CCC to a more prominent position, followed by a more in-depth review of the InCallander landscape.

Moe Guertin

8th November 2021