

Frodsham Festival of Walks Planning Group

Meeting 10 – 4 June 2021

Held by Zoom

Present:

Cllr Caroline Ashton
Kath Gee
Sue Kellett

Martin Maris
Peter Webley

Apologies: Ross Nicolls

Admin: Liz Kenny

1. Notes of Last Meeting and Matters Arising

Accepted.

2. Website Statistics

Liz shared the statistics on usage of the Festival of Walks website during the month of May (appended). Unfortunately no information was available on downloads of the route as the tracking of this had not been set up. The developer will set this up for future use. Caroline asked for a further website update at the end of August.

Action: Liz to request report from web developer.

3. Feedback on the event

One walker fed back information about an inaccuracy in one of the Woodland Trust (WT) routes. The WT provided amended directions and Peter and Liz updated the map and the route file. The walker was kept informed and was very complimentary about our response. The WT are planning to put up a sign at the appropriate part of the old route (since the inaccurate route features in WT's printed leaflets).

Peter reported feedback he had received from local people saying that they hope the website will be retained as it is useful to be able to download the walks and provides good publicity for Frodsham.

Liz confirmed that the website would be available, if required and subject to FTC agreement, to be added to in future years.

Kath has taken a teacher from Ancora School around the Castle Park walk who was enthusiastic about the walk, which she felt the school could adapt for use with their students.

Liz reported that Festival posters had been distributed to local shops and FTC noticeboards.

4. Facebook and Instagram interactions

The poetry event held on 23 April with Julia McGuinness had been very successful. Julia was joined online by 18 aspiring poets and the participants surprised themselves with their responses to Julia's prompts and ideas for how to take in and respond creatively to your surroundings. One participant sent us an illustrated page from her Journal responding to one of the workshop exercises, and a version she had done with her granddaughter the next day.

Martin produced other materials to prompt creative activities from Festival participants, which is available from the "Get Creative" section of the website. At present we do not have enough creative material from the public to send to Weaver Words - this would require further publicity to "nudge" people to send in their contributions.

No decisions were taken about how this would be done or on the ongoing monitoring of the Festival of Walks Gmail and Instagram accounts.

5. The Great Walk Together - 20 June 2021

Caroline asked if the group would like to organise a walk as part of this national initiative, but there was no interest.

6. Update on Health Walks

Peter reported that the weekly Wednesday walks had restarted and were going well. The Tuesday walks for people recovering from illness aim to restart soon, with a pilot walk on 22 June. The social prescribing team have also started a Thursday walk starting from Costa - however, this has got off to a slow start and the team are considering combining it with the Tuesday walks.

Liz advised Peter to contact the FTC office if/when they wanted the walks publicised by FTC.

Action: Caroline agreed to raise the use of the Castle Park House rear porch by the walking groups at the next meeting of the Castle Park Executive Trust.

7. Lessons Learned

Peter observed that we have demonstrated that, by using the website we can respond quickly to changes and keep routes up to date. Martin added, going forward, the website would allow routes of led walks to be made available throughout the year. Caroline advised some caution on this, as there is a question mark over ongoing admin support for the Festival due to Liz reducing her working hours.

Sue asked that, in future, when revised routes are circulated by test walkers for comments, everyone gives their feedback or at least acknowledges receipt Peter said that the problem with the Woodland Trust walk had shown the value of people who know the area of the walks looking over them and giving their feedback. Liz suggested that, in future, if walk routes are sourced from other organisations, the directions might be checked in the same way as we check our own routes.

8. Date of Review Meeting

Friday 30 July 2021 at 9.30am by Zoom (with the possibility of meeting instead in a local café, if members prefer – to be decided nearer the time).

FRODSHAM

Festival of Walks

REDISCOVER WHERE YOU LIVE

Frodsham Festival of Walks Website Stats May 2021

From May 3rd 2021 to May 31st 2021 Frodsham Festival of Walks Website received a total of 2,947 pageviews, 1,947 of which were unique. The bounce rate (*the percentage of visitors to the website who navigate away from the site after viewing only one page*) of the site is 56.21% which is very good and indicates higher than usual user engagement and interest in the content.

The average time each visitor spends reading pages is 1 minute 23 seconds. 58.1% of traffic to the website came via social media such as Facebook and Twitter. 37.5% of traffic to the website came from direct links and referral links placed on other websites. Google/Search accounted for almost 4.4% of visitors to the website.

FFW home page had the highest number of visits, followed by '2021 Walks', Walk 1 Around The Hills, Walk 8 Weaver Woods and Walk 5 Hob Hey Wood, which between them accounted for 1,534 visits to frodshamfestivalofwalks.uk

Mobile users are the largest group with 441 visits from mobile devices. Desktop/Laptop computer users visits numbered 244 while tablet/iPad users accounted for 79 visits.

In social media traffic Facebook referrals / click-throughs amounted to 446 clicks / 99.33%. Twitter referrals were 0.67% or 3 clicks to content shared.

Top Social Media Channels

1. Facebook
2. Twitter

Clicks / % Traffic

446 (99.33%)
3 (0.67%)

Continued....

FRODSHAM Festival of Walks

REDISCOVER WHERE YOU LIVE

Frodsham Festival of Walks Website Stats May 2021

Top 10 Pages in May 2021

	Total views	(% of visits)
1. Home Page	612	(20.77%)
2. Walks 2021	410	(13.91%)
3. Walk 1 Around The Hills	195	(6.62%)
4. Walk 8 Weaver Woods	165	(5.60%)
5. Walk 5 Hob Hey Wood	152	(5.16%)
6. News Updates	151	(5.12%)
7. Walk 7 Weaver Valley	147	(4.99%)
8. Walk 4 Helsby and Woodhouse Hillfort	126	(4.28%)
9. FTC Meeting 27th January 2020 7:00 pm	94	(3.19%)
10. Remembering Joe Beswick (1931-2020)	82	(2.78%)

Top 10 Shared Links Clicked in May 2021

	Clicks	(% of clicks)
1. Walks 2021	162	(35.19%)
2. Walk 5 Hob Hey Wood	37	(8.24%)
3. Remembering Joe Beswick (1931-2020)	25	(5.57%)
4. Home Page	11	(2.45%)
5. We're Back	7	(1.56%)
6. Walk 8 Weaver Woods	6	(1.34%)
7. Walk 6 Frodsham Blue Plaques	4	(0.89%)
8. 15 things to do and think about while you are walking!	2	(0.45%)
9. Try out our nature hunt	2	(0.45%)