

Update on Diddlebury Parish Website – May 2021

The Diddlebury Parish website has been established for five plus years now and continues to provide a valuable community resource. The website is an extremely effective way of getting information quickly to a large group of people, especially during the Covid-19 pandemic and during flooding events etc.

The Parish Council is now responsible for funding the annual costs and hosting fees itself.

Alongside information on the Parish Council the website includes the directory of local business services, details of church services, local events, Flood Action Group and Diddlebury Parish Plan articles and news. This information is useful for existing residents, newcomers to the area and the public alike.

Over the 12 months to 30 April the website had 2,200 users, which was an increase of 2% over the previous 12 months. The average session time was just over 2 minutes. The most popular pages remain the home page, meetings, news, planning and the Flood Action Group. Over half the users access the website via a desktop computer, followed by mobile device and then a tablet computer. The most popular time to access the website seems to be around midday on a Thursday. As regards demographics 54% of users are male and 46% female. Interestingly, the largest user group by age is 18-34 years old (61%), followed by 28% in the 35-55 age group, and just 11% in the 55 and over age bracket.

The renamed 'Corvedale Google Group' which was established to run alongside the website and is run by Geoff Neden continues to grow and now has 180 members (2020 - 136 members).

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