



MEDIA & COMMUNICATIONS DIRECTORS REPORT July 2026 – Annual General Meeting

Overview

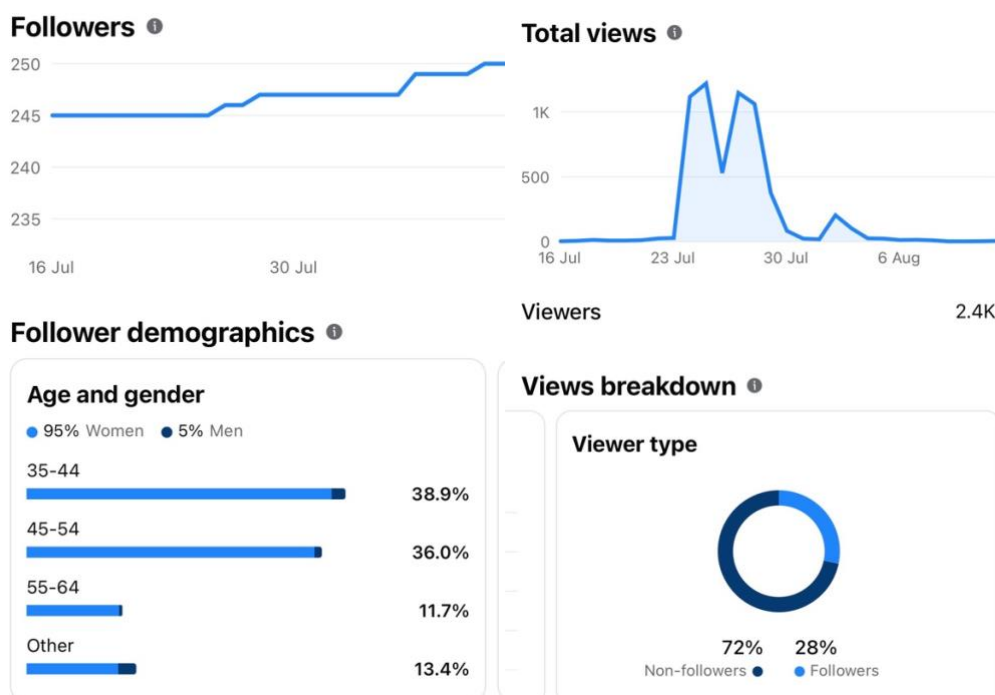
A key focus for 2025–2026 has been improving the organisation’s visibility within the local community and making information more accessible to both existing and potential members.

To support this, social media platforms have been developed alongside improvements to the way information is stored and managed for the website. As website templates and updateable content have not always been readily available, a shared Dropbox folder has also been established to provide a central location for website information, images and documents that require regular updating. This should make future updates more efficient and ensure that key information is easier to locate and maintain.

Facebook

The Facebook page was created on **11 October 2025** and has grown steadily to **250 followers**. The follower graph shows consistent growth from approximately 245 followers in mid-July to 250 by early August, demonstrating gradual and sustained audience development.

Recent Facebook content has also achieved a strong level of reach beyond the existing follower base.

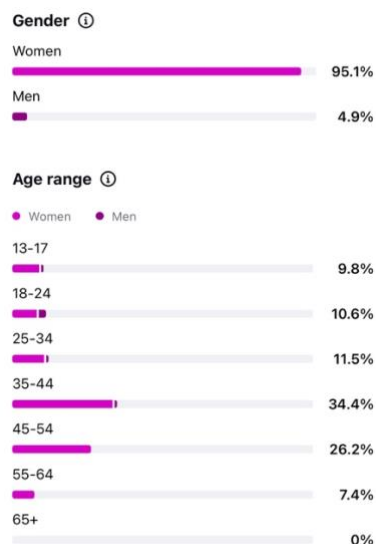


Overall, the Facebook data indicates that the page is developing steadily and, importantly, is reaching a significant number of people who do not currently follow the organisation. This provides an opportunity to continue increasing visibility and convert some of this wider reach into new followers and engagement.

Instagram

The Instagram account currently has **156 followers**. While the audience is smaller than Facebook, Instagram provides an additional platform for sharing visual content, promoting activities and reaching a potentially younger audience.

Going forward, maintaining a consistent presence across both platforms, using engaging visual content and encouraging non-followers to follow the pages should help to build the organisation's digital presence further.



Latest Website Usage Statistics

I am unable to provide up to date information regard the website as I have been passed no details of the google account used to create these. I have requested it and am awaiting a reply.

Costs

Annual Website + Email Hosting - Renewal Date 30/05 – £118 + VAT .uk Domain Renewal Date 28/09/25 (every 2 years) – £30 + VAT .co.uk Domain Renewal Date 17/03/26 (every 2 years) – £36 + VAT (Terms - 30 days notice before renewal)

[not opted in] SSL security certificate/enablement - £60 + VAT per annum

[not opted in] transfer from .asp (nearly at end of life) to php (mobile friendly) - £50/month for 24 months