

DATA, TRENDS AND OPPORTUNITIES

An overview of Eynsham Online, 01 June 2017 – 31 May 2018

Users: the last 12 months have seen a 21.88% increase in visitors, a 19.33% rise in the number of sessions and a 14.3% rise in the number of pages being viewed. A 20% drop in session *duration* may suggest that people are finding content faster than before – or that attention spans are reducing ...

Bandwidth usage has also risen steadily: 31% over the last 12 months but most noticeably since the Image Archive was launched in February 2018. This will impact slightly on the (modest) website hosting costs, as forecast, when the contract comes up for renewal in July.

Technologies & location: The shift in favour of mobile usage continues, though not dramatically: desktop usage is down from 48% to 44.9%. Visitors are still mostly (92%) UK-based.

Content:

- The Eynsham Directory and Parish Council sections still hold their own, though the new Image Archive accounted for 13% of total page views in its first four months.
- The most popular *single pages* are much as in earlier years – Public Transport, Rainbow House, Bartholomew Sports Centre (viewings up 74%) and the Village Hall (up 93%). There's always a sharp rise in viewings for individual pubs when they change hands, too.
- Content acquired without visiting the website still depends on the site's existence: *100 people* find basic details for the Parish Council via Google for every one who visits the site.

Partners: 165 people have logged in to add or manage their own entries (up 43.5% from last year). The level of involvement varies greatly, of course. News items and Events are highly effective tools for profile-raising, yet rarely used to their full potential (more hand-holding required).

GDPR & Security:

- The Contact forms now require users to consent to the revised website terms¹ and website privacy policy² – with a link to the EPC Privacy Notice – and agree to being contacted in their turn. The two web pages are open to further revision as needed.
- Anti-spam measures have been enhanced by a compulsory field for a phone number (also useful if an email address has been mistyped), along with reCAPTCHA control.
- Information sent in contact forms is now encrypted (so more secure than standard email) by a new layer on the public site. To ensure it works, any references to Eynsham Online in documents or emails should now link to <https://eynsham-pc.gov.uk/> instead of <http://eynsham-pc.gov.uk/> with the text format eynsham-pc.gov.uk – and no 'www.'

Venues / bookings:

- The facility to show 'What's on Where' was set up at the end of January as a first step to online bookings. It is on view in a limited fashion, for the Bartholomew Room³ and Sports Pavilion *only*. The venue 'manager' can add both un-logged public events and any private bookings too. More details / demonstrations are still available on request.
- A very detailed booking enquiry form can now be set up also – and made available for other venues if required. The 'proof of concept' overleaf is from the Braunston site.

JS 04/06/2018

1 <https://eynsham-pc.gov.uk/page.aspx?n=Website+Terms>

2 <https://eynsham-pc.gov.uk/page.aspx?n=Privacy+Policy>

3 <https://eynsham-pc.gov.uk/org-event.aspx?oid=163>

ONLINE BOOKING ENQUIRY FORM - 'proof of concept'

<h3>Step 1</h3> <h4>Booking Enquiry</h4> <p>Please check that the on the 'Events' page that the room(s) you want to book hall are not already booked at your preferred date and time. Please note that there is no availability guarantee.</p> <div><p>Name of Hirer *</p><p>Mr <input type="text"/> <input type="text"/> Prefix First Name Last Name</p><p>Address *</p><p><input type="text"/> Street Address</p><p><input type="text"/> Street Address Line 2</p><p><input type="text"/> <input type="text"/> Village/Town/City County</p><p><input type="text"/> Postcode</p><p>Email * <input type="text"/> Your email address</p><p>Telephone * <input type="text"/> - <input type="text"/> Area Code Phone Number</p><p><i>Your personal information will only be used for the purposes of managing this booking. It will be kept securely and not passed on to any 3rd party.</i></p></div>	<h3>Step 2</h3> <h4>Booking Enquiry</h4> <p>Please check that the on the 'Events' page that the room(s) you want to book hall are not already booked at your preferred date and time. Please note that there is no availability guarantee.</p> <div><p>Facilities required? *</p><p><input type="checkbox"/> Main Hall <input type="checkbox"/> Gallie Room <input type="checkbox"/> Library <input type="checkbox"/> Kitchen (*1)</p><p>Kitchen Facilities (*1) <i>The Gallie room kitchen is only available on request to users of the Gallie room, or if the Gallie room has not been previously booked.</i></p><p>Full details of the event: *</p><p><input type="text"/></p><p>Required date & time are not required here (you will be asked for these later on this form). Please give details of the type of event you plan to hold. If you want to use the hall on an ongoing basis, please give the details here, e.g. 'Every Saturday morning'</p><p>Estimated number of people attending: *</p><p><input type="text"/></p><p><input type="button" value="Back"/> <input type="button" value="Next"/></p></div>
<h3>Step 3</h3> <h4>Booking Enquiry</h4> <p>Please check that the on the 'Events' page that the room(s) you want to book hall are not already booked at your preferred date and time. Please note that there is no availability guarantee.</p> <div><p>Alcohol Sale If alcohol is consumed at your event, a deposit of £100 will be required.</p><p>If alcohol is sold at the event, you will need to apply for and obtain a TEN (Temporary Events Notice) license in advance of the event, and provide us with the license number.</p><p>A TEN license can be applied for here: https://www.gov.uk/temporary-events-notice</p><p>Will alcohol be consumed during your event? *</p><p><input type="radio"/> Yes <input type="radio"/> No</p><p>Will alcohol be on sale at the event? *</p><p><input type="radio"/> Yes <input type="radio"/> No</p><p><input type="button" value="Back"/> <input type="button" value="Next"/></p></div>	<h3>Step 4</h3> <p>Preferred Date of your event, or if a regular event, when you'd like to start *</p> <p><input type="text" value="dd/mm/yyyy"/> <input type="button" value="📅"/> Date</p> <p>Preferred Time *</p> <p><input type="text" value=""/> : <input type="text" value=""/> Until <input type="text" value=""/> : <input type="text" value=""/> Hour Minutes Hour Minutes</p> <p>Setting up and clearing up *</p> <p><input type="checkbox"/> I understand that the time must include both setting up and clearing up time</p> <p>Alternate Date</p> <p><input type="text" value="dd/mm/yyyy"/> <input type="button" value="📅"/> (if preferred not available)</p> <p>Alternate Time</p> <p><input type="text" value=""/> : <input type="text" value=""/> Until <input type="text" value=""/> : <input type="text" value=""/> Hour Minutes Hour Minutes</p> <p><input type="button" value="Back"/> <input type="button" value="Next"/></p>