

Website

The Google Analytics service gives an idea of how much the website is being used. For the main BCA website, for the calendar year 2017 as a monthly average in the format 2017 (2016/2015) there were 9604 (5980/5986) page views, 1970 (1796/2055) sessions and 1225 (1154/1436) individual users. The average user viewed 4.87 (3.33/2.91) pages and stayed for 2:42 (2:41/2:19) minutes. The top pages were: Welcome, Training LCMLA Scheme, Training Downloads, Membership, PL Insurance, Training, Membership DIMs, LCMLA Courses, LCMLA Workshops, Contact BCA, CIC Scheme, Member Clubs, News & Events.

So in summary the website is being used and that usage is pretty consistent over time. The time spent on the site by each user is improving. It could be argued that users of the training scheme are making more use of the website than our members.

The website is designed in such a way that Council members can login and update it. This is to avoid the bottleneck problem seen with many websites where only the webmaster can update it. I would like to thank those who keep their sections of the website up to date. I would like to encourage those other Council Members who do not update the website to do so. It is not difficult. I'm always willing to offer help and advice. It really isn't difficult. Failing that I will post any content that is sent to me.

I must thank Wendy Williams and David Gibson for their help in running BCA Online. BCA Online allows members to login under their own membership number and amongst other things check their details are correct. The software performs many checks to make sure errors are not imported into the database. Errors that are spotted are feed back to the Membership Administrator. This neatly fulfils several obligations we have to our members under the General Data Protection Regulations (GDPR) and the Privacy and Electronic Communications Regulations (PECR).

The BCA Online mailing list has been used to distribute the BCA Newsletter to members since Issue 23, Oct 2015. Of the 5868(5719) current members 4305(4147) have provided email addresses, 480(542) have opted-in for the Newsletter and 337(278) have registered with BCA Online. Last year's figures are in (). Regrettably the uptake on the Newsletter has gone down. Possibly most people prefer to read it online rather than as an email attachment.

	Oct 2015	Apr 2016	Jun 2017	Jun 2018
Provided email address	63%	68%	72%	73%
Opted in for Newsletter	8%	8%	10%	8%
Registered with BCA Online	2%	4%	5%	6%

BCA's Try Caving website which introduces new cavers to the sport was defunct. It was agreed close the Try Caving website and promote the external site New To Caving run by Tim Allen.

BCA instigated a Facebook page in May 2017. It has been well received and currently has 465 likes. My thanks go to Claire Peacey (Admin Assistant) who has been most active looking after it.

David Cooke
June 2018