



ESTATES AND CAMPUS SERVICES

Welcome to the April edition of the ECS Communications and Engagement Bulletin. This monthly bulletin reports and measures all customer (staff, student and community) communications and engagement across the Estates and Campus Services section. These are aligned with activity driving and measuring awareness, interest, engagement and revenue generation. The ECS Communications and Engagement Bulletin is mailed to all Estates and Campus Services staff every month. For those staff who do not have regular access to email, printed copies are available via their manager.

COMMUNICATIONS AND ENGAGEMENT BULLETIN APRIL 2019

WEBSITE TRAFFIC

Website traffic (<https://www.essex.ac.uk/student/professional-services/estates-and-campus-services-section>)



EMAIL CAMPAIGNS AND ENGAGEMENT

MARCH ECS Staff Newsletter

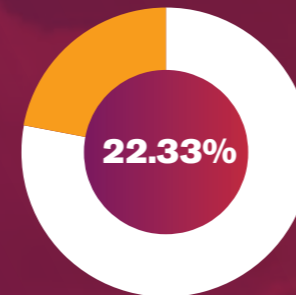
APRIL ECS Staff Newsletter

721

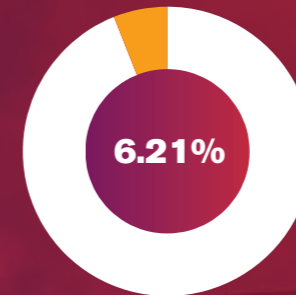
Delivered

721

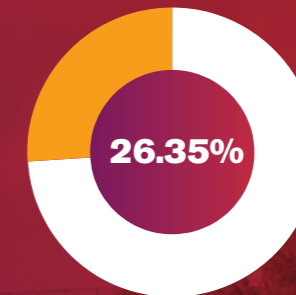
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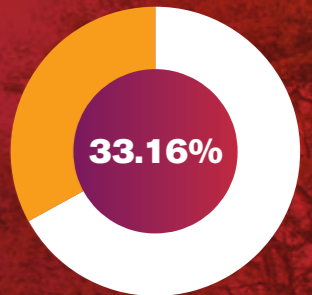
Open rate



Click through rate



Open rate



Click through rate



**MOST CLICKED ON LINK FOR
ECS NEWSLETTER MARCH 2019**

CELEBRATING STAFF EXCELLENCE



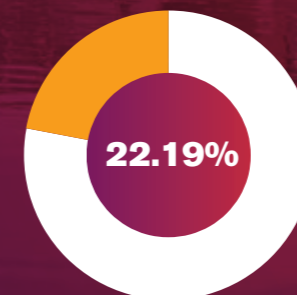
**MOST CLICKED ON LINK FOR ECS
NEWSLETTER APRIL 2019**

**ECS STAFF EXCELLENCE AWARDS
2019 FLICKER PHOTOS**

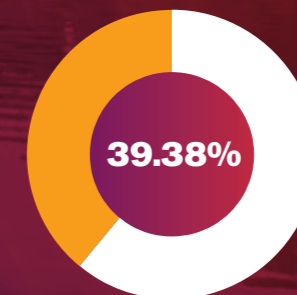
MARCH ECS
Customer Engagement Bulletin

721

Delivered



Open rate



Click through rate

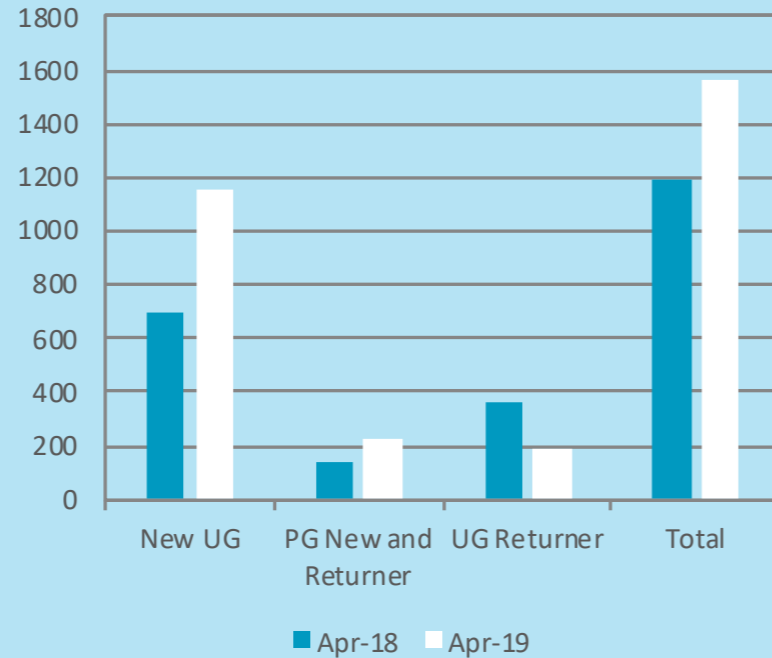
ACCOMMODATION ESSEX

Work is ongoing to create an annual social media plan in order to support the social media drive for the Accommodation Essex pages. Social media channels include a Facebook for Colchester and Southend as well as a newly created Instagram page covering both locations. Posts have been drip-fed across Instagram so far in order to ensure that content is relevant and engaging to the specific group of students in accommodation.

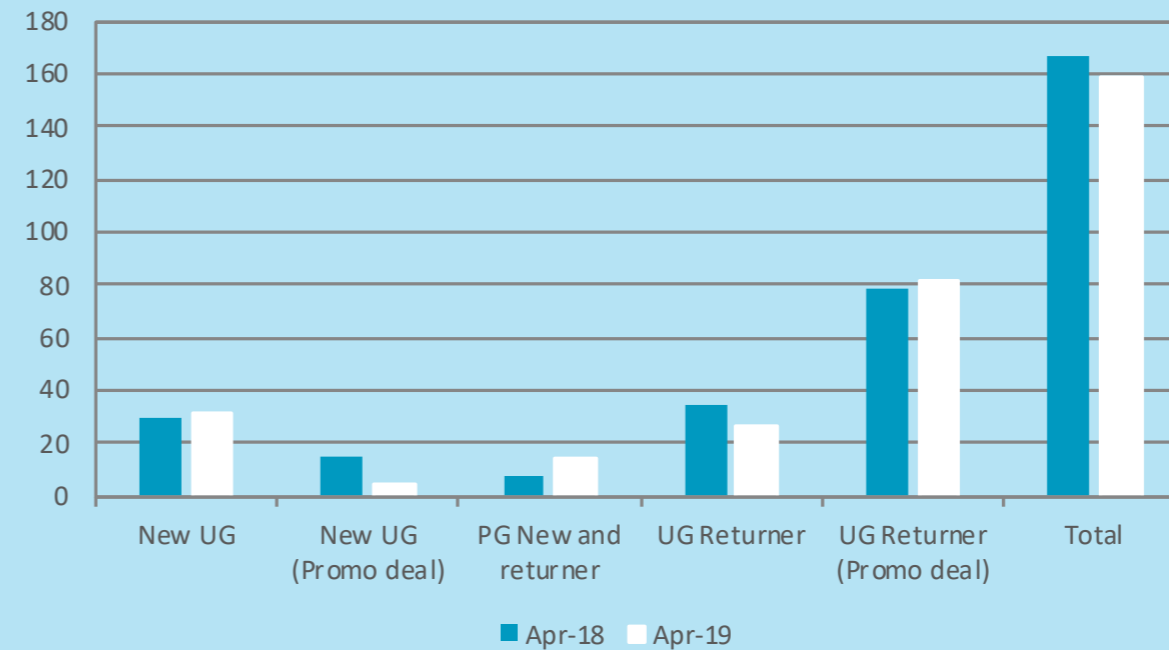
Organisation of Welcome Week Dig-in boxes has continued with the agreement of total number, where the boxes will be distributed to and by which teams. Discussions have taken place on what will be included from the University that will be relevant to students in Accommodation upon arrival. Boxes will be split and receive different content based on whether they are for Colchester or Southend students. Contents from our end will include membership activation details from Essex Sport, Essex Food Rewards app details, laundrette and Wi-Fi information, some top tips from Sustainability and information from Simply Gym in Southend.

MARKETING LEAD GENERATION

Colchester



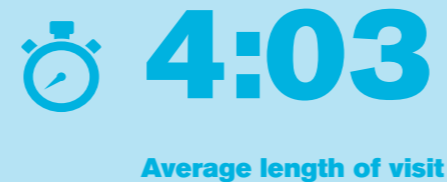
Southend



SUMMARY

Occupancy at Colchester is steady with newcomers and returners with a percentage increase of 30%.

WEBSITE TRAFFIC AND VISIT-TO-LEAD GENERATION



	APR-18	APR-19
Site Visits	17,356	18,187
Average length of visit	04:25	04:03

SUMMARY

Website visits have increased by 5% on last years figures.

SOCIAL MEDIA ENGAGEMENT

COLCHESTER



SOUTHEND



COLCHESTER	JAN-19	FEB-19	MAR-19	APR-19
Facebook likes (total)	1,442	1,439	1,446	1,457
Facebook posts (m)	26	19	19	10
Facebook reach (m)	6,143	3,478	3,871	2,741
Instagram follows (total)	Twitter has been deleted. Now to be replaced with Instagram account data. Started April 2019			139
Instagram posts (m)	Twitter has been deleted. Now to be replaced with Instagram account data. Started April 2019			9
Instagram likes (m)	Twitter has been deleted. Now to be replaced with Instagram account data. Started April 2019			50

SUMMARY

Steady increase of Facebook followers. Instagram figures are positive and remain consistent.

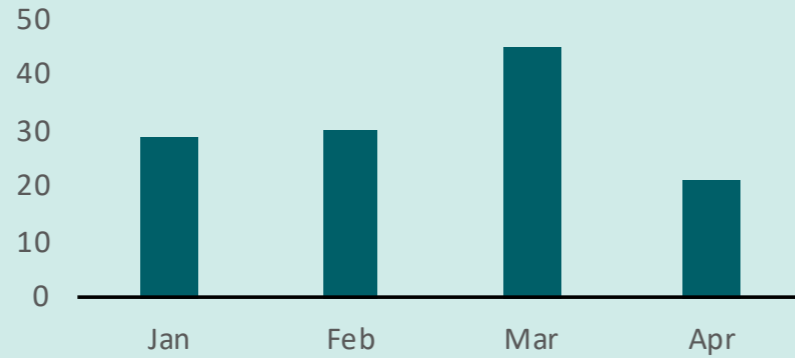
SOUTHEND	JAN-19	FEB-19	MAR-19	APR-19
Facebook likes (total)	1,365	1,364	1,366	1,364
Facebook posts (m)	0	0	0	11
Facebook reach (m)	3,376	3,885	5,538	4,258

CAMPUS SECURITY

The traffic team assisted with two applicant days in April assisting visitors and ensuring traffic and safety was complied with.

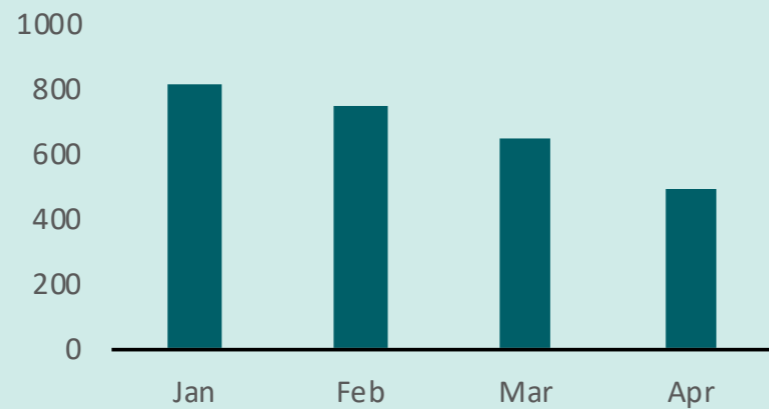
The security section made preparations to move to a new structure in May. This move will facilitate additional staff availability and increase security provisions across campus.

REPORTED INCIDENTS



REPORTED INCIDENTS	JAN	FEB	MAR	APR
Reportable incidents involving students	29	30	45	21

TRAFFIC OFFICERS



TRAFFIC OFFICERS	JAN	FEB	MAR	APR
Tickets issued for parking contraventions	814	752	653	488

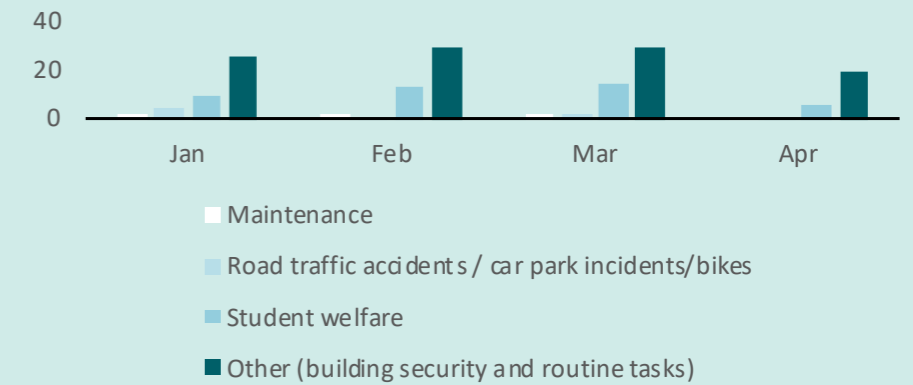
INFORMATION CENTRE



INFORMATION CENTRE	JAN	FEB	MAR	APR
Calls received	2,986	2,985	3,255	2,549
Trip switch reset	27	26	20	17
Door reprogramming for accommodation	50	27	70	55

INCIDENTS RESPONDED TO BY SECURITY

INCIDENTS RESPONDED TO BY SECURITY	JAN	FEB	MAR	APR
Maintenance	2	2	2	1
Road traffic accidents / car park incidents/bikes	4	1	2	1
Student welfare	10	13	14	6
Other	26	30	30	20

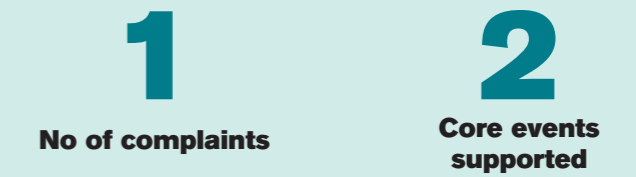


EMERGENCY SERVICE SUPPORT



EMERGENCY SERVICE SUPPORT	JAN	FEB	MAR	APR
First aid support by patrol officers	43	43	45	20
Ambulance / paramedic support	0	11	10	4
Fire service call outs	0	7	0	1
Police support requested	0	0	13	5

CUSTOMER SATISFACTION



INFORMATION CENTRE	JAN	FEB	MAR	APR
No of complaints	0	0	0	1
Core events supported	3	5	6	2

Canteen began opening at 7.30am to allow students plenty of time to eat breakfast before revision or an exam. This has been discussed on social media and will continue to be promoted until 7 June.

Buffalo Joe's have created weekly specials that are all vegan. This has included a beetroot and falafel wrap and a spinach and kale wrap. The weekly specials are being promoted on social media and the digital screens.

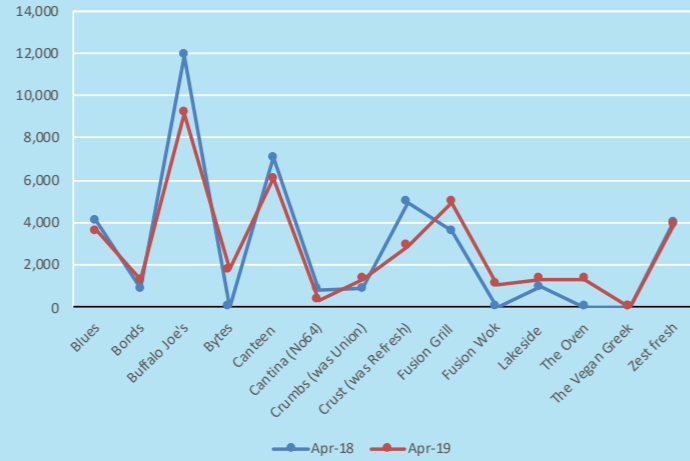
A delivered catering photoshoot took place in April and the images will be used in the new menu.

An Essex Food photoshoot took place and the images have been used on social media and signage for Zest Fresh.

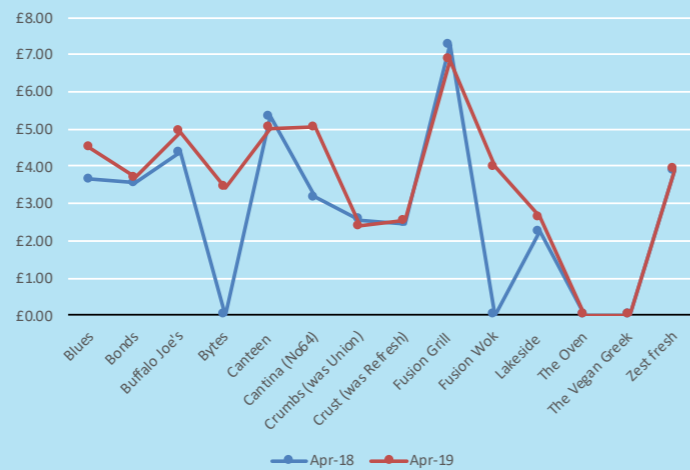
Preparations were made for the Ethics Food event that took place in May. Research was conducted on when the busiest periods would be and also as to what would be most useful to give away to students during their revision period.

BUSINESS GENERATED PER MONTH

FOOTFALL (PER OUTLET)



£ SPEND (PER HEAD)



38,968
TOTAL FOOTFALL

£3.49
AVERAGE SPEND PER HEAD

SOCIAL MEDIA ENGAGEMENT

SOCIAL MEDIA ENGAGEMENT*					
	Dec-18	Jan-19	Feb-19	Mar-19	Apr-19
Facebook likes (total)	1,149	1,162	1,171	1,185	1,185
Facebook posts (m)	20	20	33	49	49
Facebook reach (m)	3,355	2,812	1,825	4,585	4,414
Twitter follows (total)	1,058	1,063	1,066	1,059	1,066
Twitter posts (m)	9	10	18	42	34
Twitter impressions (m)	4,400	5,600	8,100	14,000	8,471
Instagram follows (total)	506	523	562	595	613
Instagram posts (m)	10	10	8	16	27
Instagram likes (m)	68	69	55	86	171

SUMMARY

Instagram likes have more than doubled since last month and followers have increased by 21% since the beginning of the year.

1,185
Facebook likes (total)

1,066
Twitter followers (total)

613
Instagram followers (total)

ESSEX FOOD REWARDS	APR-19
Total registered users (cumulative)	8,429
Active users	5,661
Loyalty points earned total (cumulative)	189,394
Loyalty points redeemed total (cumulative)	149,398
UPAYGO transactions	1,767

MULTIBUY LOYALTY OFFER	
	Sales
Lunchtime offer	2,608
Hot drinks offer	3,017
Canteen breakfast offer	278
Total	5,903

5,903
TOTAL MEAL DEALS PURCHASED

3,017
TOTAL HOT DRINKS PURCHASED

PURE360 - LEAD GENERATION

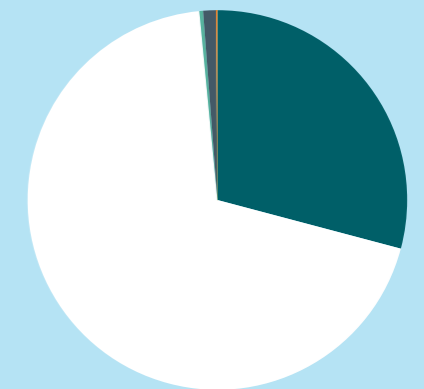
1,336
DIRECT CONTACTS

ESSEX FOOD	DEC-18	JAN-19	FEB-19	MAR-19	APR-19
Direct contacts	1,332	1,333	1,334	1,335	1,336

SALES LINKED TO ESSEX FOOD REWARDS APP

	SALES WITH APP SCANNED	
	MAR-19	APR-19
Blues	1,254	828
Bonds	341	186
Buffalo Joe's	2,653	1,396
Canteen	2,973	1,570
Fusion Grill	2,235	1,053
Lakeside	465	94
No.64	142	29
Crust	568	434
Crumbs	380	245
The Stem	921	531
Zest Fresh	1,020	746
Total / Average	12,952	7,112

PAYMENT SUMMARY FOR MONTH



Cash	23.98%
Chip and pin (EFT)	57.10%
Free spend	0.26%
EFR Loyalty Points	0.89%
App Cashless Payment	0.00%
Voucher	0.10%

This month focused on finalising collateral and marketing activities ahead of the Summer Term, including reduced student membership, adult and junior courses, active sessions, junior tennis and a new fitness class timetable. These were promoted across various channels, including Essex Weekly, social media, the Essex Sport app, the sport website, posters, leaflets and digital screens around campus.

Work began on creating new collateral for Performance Sport to support their scholarship programme, as well as the Welcome Back / Welcome campaign – offering returning and new students for 19/20 a reduced gold membership rate.

A procedure for fitness class 'no-shows' was developed with sport admin and an operational email was sent to all members along with an FAQ section added on the sport website – this can be developed if we notice common enquires being raised.

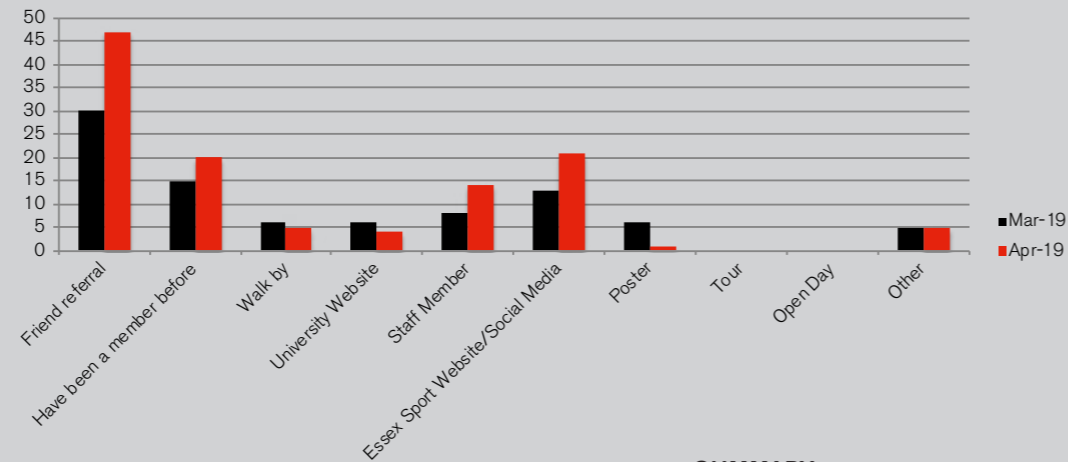
Easter CHUMS last spaces – email campaign sent to previous CHUMS and junior courses opt-ins who hadn't yet signed up to Easter CHUMS (130 unique contacts) 35.38% OR and 13.04% CTR. The April newsletter consisted of 10% off summer CHUMS, new adult and junior courses – sent to 4,842 unique contacts. 32.7% OR and 4.69% CTR. Re-sent to non-opens 2 days later: 16.77% OR with 3.89% CTR.

Messaging for Silver membership for those in accommodation is being finalised to go live in May.

Work for the Family Open Day in September is ongoing.

MARKETING LEAD GENERATION

MEMBERSHIP SOURCE CHANNEL



SUBSCRIPTION METHOD	APR-18	APR-19
"Memberships bought per month"	92	117
% Join@Home	14.0%	19.66%
% Reception	74.0%	77.78%
% Salary deduction	12.0%	2.56%

NON MEMBER ACTIVITIES	APR-18	APR-19
Children's activities sign-ups	111	147
Courses sign-ups	74	49

SUMMARY

Figures show a 31% increase in sign ups with a steady increase in reception and home joiners from last month.

SOCIAL MEDIA ENGAGEMENT

	OCT-18	NOV-18	DEC-18	JAN-19	FEB-19	MAR-19	APR-19
Facebook likes (t)	2,559	2,481	2,501	2,521	2,524	2,550	2,559
Facebook reach (m)	14,326	20,444	32,052	24,244	22,046	36,257	14,326
Facebook engagements (m)	417	360	204	1,358	739	376	417
Twitter followers (t)	1,457	1,413	1,429	1,434	1,443	1,453	1,457
Twitter impressions (m)	14,800	16,900	22,800	24,200	23,400	20,400	14,800
Twitter engagements (m)	188	133	106	202	338	190	188
Instagram follows (total)	957	763	788	843	890	943	957
Instagram posts (m)	12	11	6	20	12	12	12
Instagram likes (m)	154	112	58	263	171	166	154

 **2,559**
Facebook likes (total)

 **1,457**
Twitter followers (total)


SUMMARY


Facebook engagement has recovered from last months dip that was due to the Easter break. Instagram follows are increasing month on month.

WEBSITE TRAFFIC AND VISIT-TO-LEAD GENERATION

 **2,043**
Site visits

 **0:50**
Average length of visit

 **829**
Membership page visits

 **5,752**
Registered users

	APR-18	APR-19
Site visits	7,810	2,043
Membership page visits	1,171	829
Average length of visit	01:43	00:50

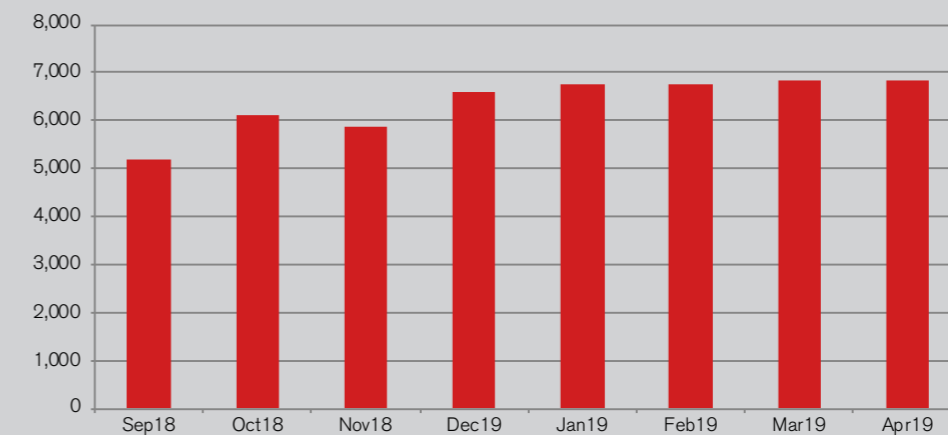
ESSEX SPORT APP	APR-18	APR-19
Registered users	2,060	5,752
Visits to membership page	215	245
Visits to class bookings page	4,336	6,479
Visits to course bookings page	381	257
Visits to courts booking page	1,580	4,568
Overall module opens	11,394	21,867

SUMMARY

Registered app users and court bookings have tripled since last year. Further, class bookings have increased by 49%.

PURE360 - LEAD GENERATION

DIRECT CONTACTS



 **6,851**
Direct contacts

	SEP18	OCT18	NOV18	DEC19	JAN19	FEB19	MAR19	APR19
Direct contacts	5,199	6,093	5,886	6,613	6,754	6,754	6,851	6,851

ESTATES MANAGEMENT

Continued cleaning of the concrete of the main campus elevation facing Square 5 and the concrete facade of the Ivor Crewe Building.

17 Apr - Jun 2019. Installing new handrails and digital signage in Square 1 and Square 2.

1 Apr - 8 Nov 2019. Building a new learning space as part of the North Campus - North Teaching Centre 2.

7 Jan 2019 - 27 Sept 2019. Continued refurbishment of the Bertrand Russell Tower.

HELPDESK ENQUIRIES LOGGED

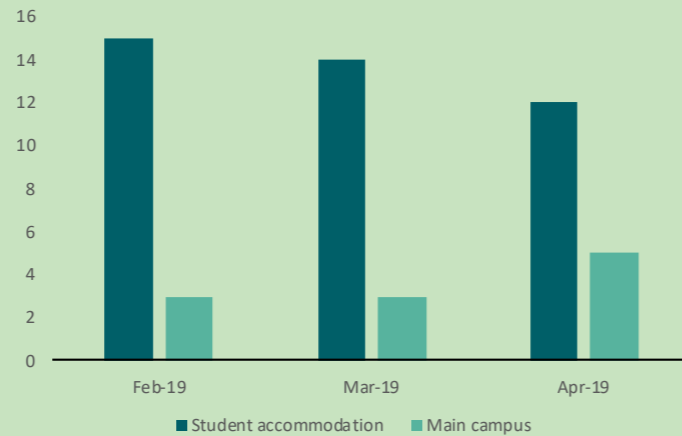


1,442

Call logs raised

HELPDESK ENQUIRIES LOGGED	FEB-19	MAR-19	APR-19
Call logs raised	1,841	2,019	1,442
Domestic Services cleaning work orders by month	99	96	74
Domestic Services portering work orders by month	220	301	210

OUT OF HOURS SERVICE



OUT OF HOURS SERVICE	FEB-19	MAR-19	APR-19
Student accommodation	15	14	12
Main campus	3	3	5

REACTIVE MAINTENANCE WORK ORDERS

Colchester

413
Building

367 **312**
Electrical Mechanical

	FEB-19	MAR-19	APR-19
Building	524	691	413
Electrical	525	564	367
Mechanical	504	489	312

Southend and Loughton

150
University Square

217 **71**
Southend Loughton

	FEB-19	MAR-19	APR-19
University Square	213	176	150
Southend Campus	195	133	217
Loughton Campus	95	122	71

WEBSITE TRAFFIC:

<https://www.essex.ac.uk/information/building-and-maintenance-services/estate-management-helpdesk>



42

Site Visits



1:46

Average length of visit

	FEB-19	MAR-19	APR-19
Site Visits	55	45	42
Average length of visit	02:20	04:19	01:46

SOCIAL MEDIA ENGAGEMENT*



585

Twitter follows (total)

	MAR-19	APR-19
Twitter followers	603	609
Twitter posts (m)	28	21
Twitter likes (total)	56	45

SUMMARY

Twitter is experiencing a gradual increase month on month.

POST ROOM

	FEB-19	MAR-19	APR-19
Incoming letters	16,180	13,080	15,380
Incoming packets (non signed for)	2,975	2,325	2,675
Incoming signed for items	4,954	3,954	3,554
Total	24,109	19,359	21,609

	FEB-19	MAR-19	APR-19
Outgoing letters	8,402	8,785	8,036
Outgoing small parcels	86	103	262
Outgoing med parcels	61	74	128
Overseas totals	2,842	3,045	1,735
Total	8,549	12,007	10,161



21,609

Incoming (total)

10,161

Outgoing (total)

CENTRAL STORES

	FEB-19	MAR-19	APR-19
Incoming Non-Stock Items	Figures not supplied		
Total Stock Items Issued	Figures not supplied		
Total Stock Items Held			



Figures not supplied

Incoming (total)

Outgoing (total)

A group photograph was taken of both the Colchester and Southend Event Essex teams. This has been added to a new page on the website about the teams to introduce customers who they would be working with if they booked with Event Essex.

A blog post was written and uploaded to the website titled, 'Easter holiday activities to keep your kids busy'. The blog was based around family activities in Southend and promoted staying in the Southend accommodation whilst visiting the area.

The Google advertising campaign continued for Event Essex with focus keywords drawing more visitors to the site and improving the CTR.

MARKETING LEAD GENERATION

COLCHESTER

	APR-18	APR-19
Enquiries	48	49
Conversions / bookings	24	26
External enquiries	32	39
Internal enquiries	16	10
External conversions/ bookings	13	19
Internal conversions/ bookings	11	7

SUMMARY

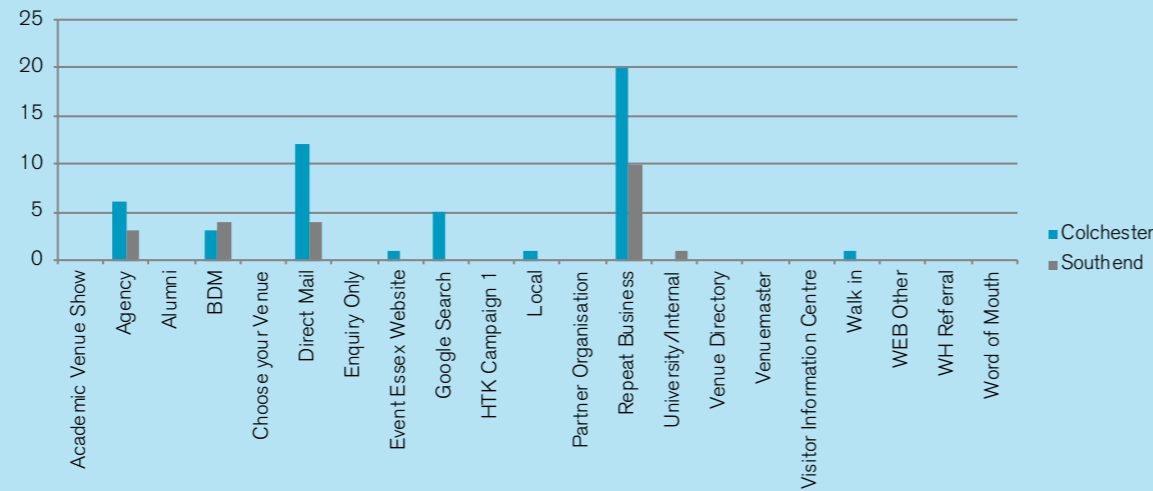
Colchester: Enquiries and conversions into Colchester are consistent with last years figures with a slight rise in external conversions.

SOUTHEND

	APR-18	APR-19
Enquiries	38	22
Conversions / bookings	18	12
External enquiries	37	20
Internal enquires	1	2
External conversions/ bookings	17	10
Internal conversions/ bookings	0	2

Southend: Internal enquiries and conversions are more positive compared to last year's figures.

ENQUIRY SOURCE



CUSTOMER SATISFACTION



	APR-19
Completions	4
% very likely to recommend	100%

SUMMARY

Results confirm that 100% would recommend Event Essex. Further, 100% agreed that Event Essex provided an excellent standard of service and found the staff professional, likeable, engaging and approachable.

EVENT ESSEX MONTHLY EMAIL CAMPAIGN



0

Emails sent

	APR-18	APR-19
Sent	2,814	Not sent
Open rate	21.96%	0.00%
Click through rate	11.17%	0.00%

SUMMARY

A blog post was written as there was no email campaign sent in April 2019.

WEBSITE TRAFFIC AND VISIT-TO-LEAD GENERATION

www.eventessex.co.uk

1,238
Site visits

0:56
Average length of visit

12
Enquiries

	APR-18	APR-19
Site Visits	1,362	1,238
Average length of visit	00:44	00:56
Bounce rate	73.90%	74.89%
Number of enquiries	10	12
Conversions this month	1	0

SUMMARY

Site visits and average length of visit are similar to last year's figures.

PURE360 - LEAD GENERATION

2,135
Direct Contacts

	APR-18	APR-19
Direct contacts	4,048	2,135

SOCIAL MEDIA ENGAGEMENT

757
Twitter followers (month)

144
Facebook likes (month)

SUMMARY

Twitter followers have increased month on month with impressions positive.

	OCT	NOV	DEC	JAN	FEB	MAR	APR
Twitter follows (total)	729	738	733	771	740	750	757
Twitter posts (m)	3	20	11	8	14	25	27
Twitter impressions (m)	2,300	6,600	6,300	4,000	6,600	11,900	7,925
Facebook likes (cumulative total)	140	141	141	141	142	143	144
Facebook posts (month)	9	21	12	8	11	25	27
Facebook reach (m)	90,758	66,824	75,360	51,220	2,300	597	592

SUSTAINABILITY

REDUCE. RECYCLE. PROTECT.



Teams finished their Green Impact actions, with audits taking place at the beginning of May. Final results will be in the next update.

Along with Green Impact volunteers, the Sustainability team held a stall at the Spring Job Market, hosted by Employability & Careers. This was an opportunity to promote Green Impact volunteering opportunities, as well as job vacancies with the Sustainability team.

SUSTAINABILITY KPI'S

Recycling stats

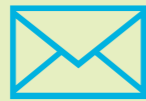
Figures not supplied

SUMMARY

Figures not given.

SUSTAINABILITY KPI'S	DEC-18	JAN-19	FEB-19	MAR-19	APRIL-19
Total waste (metric tonnes)	62.24				
Recycling stats	29.31%				
Energy usage			Figures not supplied		
Carbon emissions					
Energy producing renewals					
"Single Car Occupancy" Staff Students	40.7% Students 20% Staff	40.7% Students 20% Staff	40.7% Students 20% Staff	40.7% Students 20% Staff	40.7% Students 20% Staff

E 360 CAMPAIGNS AND ENGAGEMENT



1,600

Sent to



35.11%

Opens



16.18%

Clicks

SOCIAL MEDIA ENGAGEMENT*

	FEB-19	MAR-19	APR-19
Facebook likes (total)	325	326	333
Facebook posts (m)	20	39	33
Facebook reach (m)	2,491	5,696	4,876
Twitter follows (total)	789	794	811
Twitter posts (m)	15	29	42
Twitter impressions (m)	7,462	14,700	17,800
Instagram Followers	285	309	321
Instagram Posts	4	14	15
Instagram Post Likes	74	221	113

f 333

Facebook likes

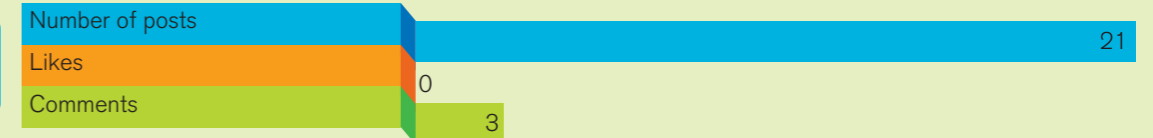
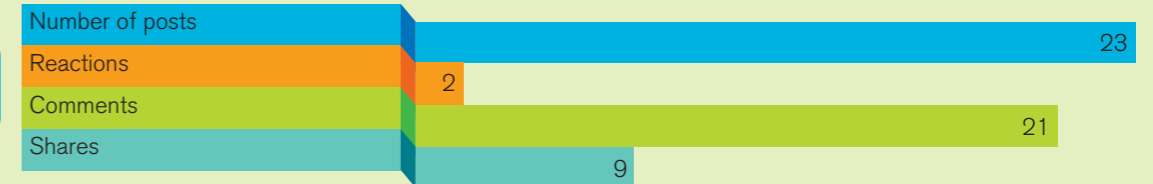
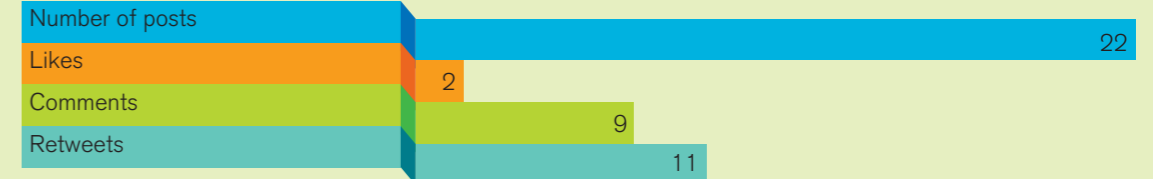
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Twitter follows

SUMMARY

Social media is consistently positive with high engagement.

#LITTLECHOICESBIGCHANGES ENGAGEMENT



STAFF GREEN IMPACT AWARDS

SILVER TEAMS

BRONZE TEAMS

GOLD TEAMS

Figures not supplied

WEBSITE TRAFFIC



6

Site Visits

5:00

Average length of visit

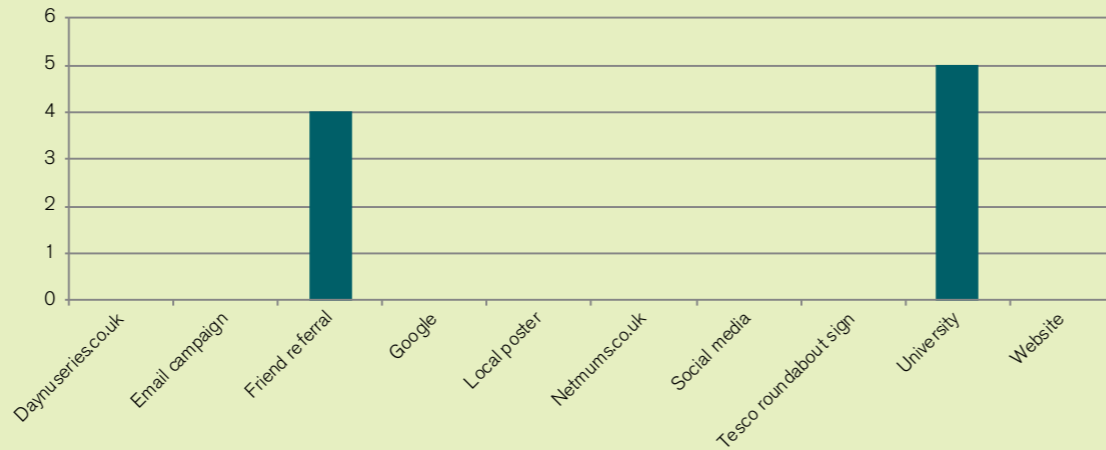
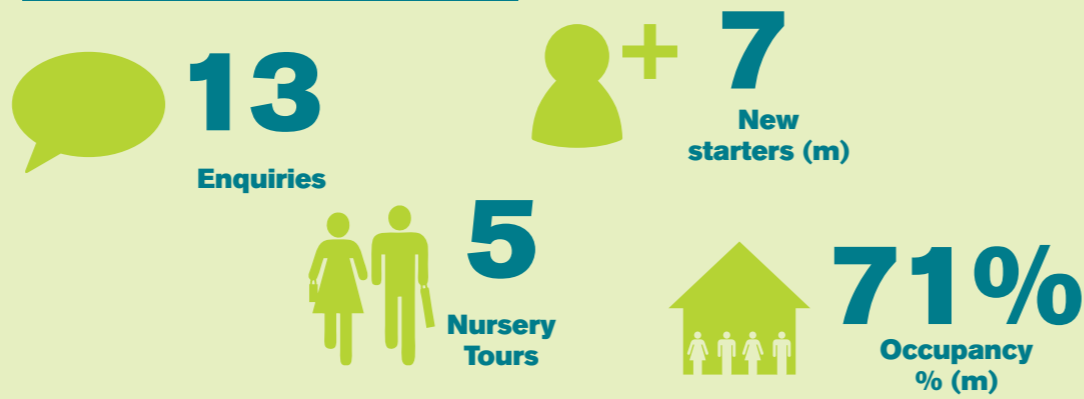
	APR-19
Site Visits	6
Average length of visit	05:00

Research was undertaken to explore how useful and relevant the use of Instagram for the nursery would be after discussion on how to boost our social media presence. After looking at local nurseries social media platforms, it was agreed that Instagram wouldn't be the focus of our social media drive. Only one nursery in our district utilised the platform and the team felt that to ensure it was fully useful as a communication channel; relevant and up to date content must be posted frequently in order to gain and maintain a relevant following, however, this seemed unachievable at this time. The use of the platform will be considered again in the future once the dual management team comes in to place.

After circulation of the Annual Satisfaction Survey in January 2019, results were collated and analysed in order to draw relevant and useful feedback from our parents and carers. Work was undertaken to manipulate the data in order to create a clear and concise analysis of the responses. The report was then circulated to the management team to aid them in any improvements to the facilities and child care provision.

Work is underway on the organisation of the annual summer fair and open day. A full event plan was created to be submitted to Estates Management alongside risk assessments from the nursery and any external providers. The document will be updated as new events and activities are booked in. Attractions will include Rocky's Animals hands on animal experience, a visit from Frozen's Elsa and Anna, a full size photo booth and many more games and staff led activities.

MARKETING LEAD GENERATION

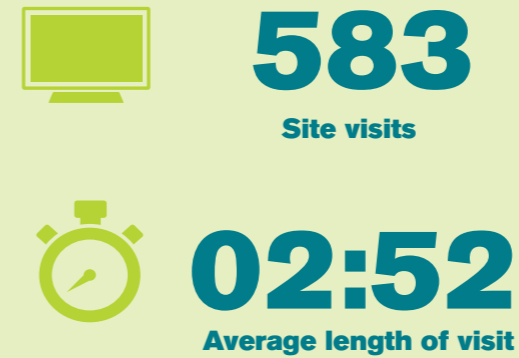


	APR-18	APR-19
Enquiries	17	13
Nursery Tours	9	5
New starters (m)	12	7
Leavers (m)	1	3
Occupancy % (m)	77%	71%
Conversion of enquiries to tours	9	5
Conversion of tours to waiting list	3	2

SUMMARY
There is a slight decrease in occupancy figures however, this is due to the Easter holiday falling later.

WEBSITE TRAFFIC AND VISIT-TO-LEAD GENERATION

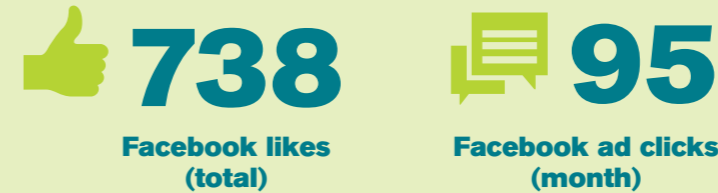
www.wivenhoeparkdaynursery.co.uk



	APR-18	APR-19
Site visits	234	583
Average length of visit	07:54	02:52
Contact us enquiry form page	54	124
Simplybook booking page	22	139
Page Views*	N/A	3,206
Bounce Rate*	N/A	14.41%
Tapestry sign ups	N/A	8
Overall number of current parents	N/A	205

SUMMARY
Site visits have dramatically increased compared to last years figures with source leads from Google at 51%.

SOCIAL MEDIA ENGAGEMENT

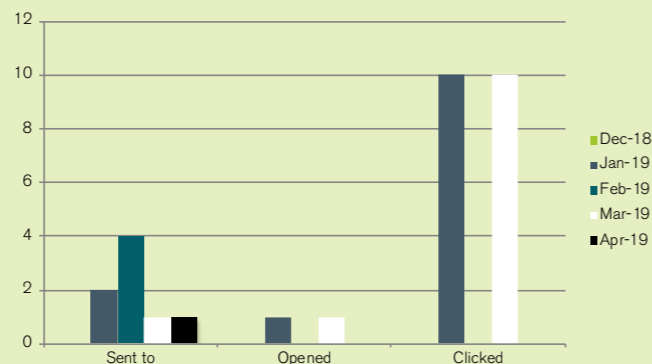


SUMMARY
Facebook likes and engagement remain consistently positive.

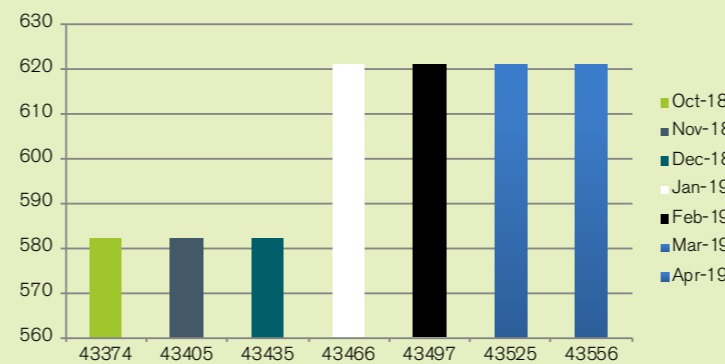
	NOV-18	DEC-18	JAN-19	FEB-19	MAR-19	APR-19
Facebook likes (cumulative total)	717	727	725	729	735	738
Facebook posts (month)	9	15	11	8	11	21
Facebook reach (m)	168,905	174,183	203,260	103,769	112,146	117,262
Facebook ad reach (m)	28,327	24,664	13,028	21,914	27,338	23,431
Facebook ad engagement (m)	55	12	26	55	76	67
Facebook ad clicks	203	115	28	55	76	95

PURE360 - LEAD GENERATION

MONTHLY NEWSLETTER



DIRECT CONTACTS



SUMMARY
Satisfaction survey was sent to one but they failed to respond.

DAY NURSERY MONTHLY NEWSLETTER

	OCT-18	NOV-18	DEC-18	JAN-19	FEB-19	MAR-19	APR-19
Sent to	429	421	417	450	441	433	431
Opened	206	243	289	206	215	206	212
Clicked	12%	24%	7%	8.70%	1.40%	22.80%	15.57%

MARKETING LEAD GENERATION

180 Enquiries **60 Confirmed Bookings**

PACKAGES BOOKED

	APR-18	APR-19
Spring/Summer/Autumn/Winter Offer	76	64
Sunday Stay And Dine	37	18
Lets's Celebrate	0	2

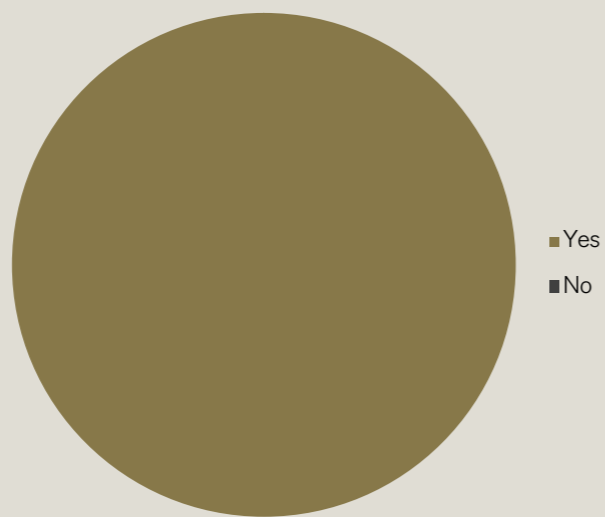
WHH CONFERENCES / EVENTS

	APR-18	APR-19
Enquiries	87	180
Confirmed bookings	35	60

FOOD AND BEVERAGE

	APR-18	APR-19
Brasserie Reservations	628	1,660
Afternoon Tea Reservations	239	712

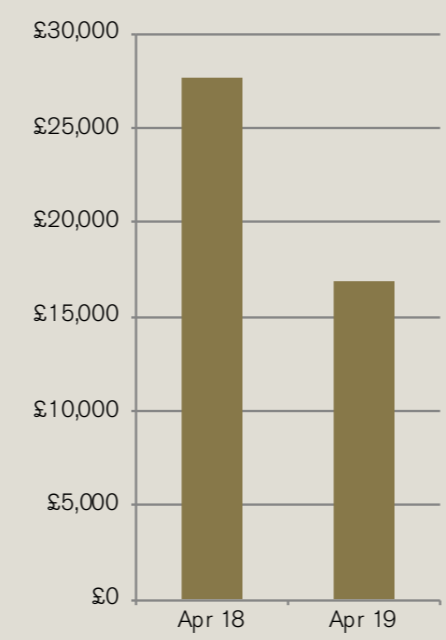
CUSTOMER SATISFACTION



Overall were you satisfied with our hotel? (%)

	APR-18	APR-19
YES	100%	100%
NO	0%	0%

DIRECT BOOKINGS



SUMMARY
Brasserie and tea room reservations have increased dramatically since last year demonstrating the effective marketing strategy.

WEBSITE TRAFFIC AND VISIT-TO-LEAD GENERATION

15,296 Site visits
2:06 Average length of visit

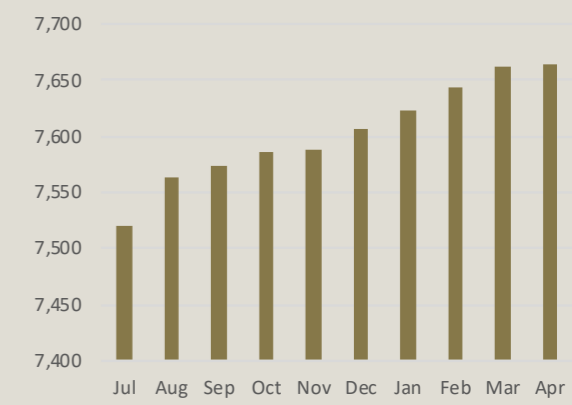
	APR-18	APR-19
Site Visits	10,275	15,296
Average length of visit	02:28	02:06
Website Revenue	£27,694	£16,849

SUMMARY
Site visits have increased by 49% compared to last year's figures.

PURE360 - LEAD GENERATION

7,664 Direct contacts

	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR
Direct contacts	7,564	7,573	7,586	7,588	7,606	7,623	7,644	7,663	7,664



SOCIAL MEDIA ENGAGEMENT

6,279 Facebook likes (total) **3,170 Twitter follows (total)** **1,895 Instagram follows (total)**

SUMMARY
Social media numbers remain consistent with post engagement steady.

	AUG-18	SEP-18	OCT-18	NOV-18	DEC-18	JAN-19	FEB-19	MAR-19	APR-19
Facebook likes (total)	5,850	5,945	5,975	6,002	6,048	6,120	6,160	6,226	6,279
Facebook posts (m)	31	25	30	26	18	19	28	25	26
Facebook reach (m)	108,823	160,273	129,200	49,252	99,180	176,362	127,769	133,246	105,327
Twitter follows (total)	3,101	1,793	3,114	3,124	3,122	3,142	3,156	3,167	3,170
Twitter posts (m)	38	11	50	23	13	7	8	8	6
Twitter impressions (m)	2,100	574	681	4,227	1,402	6,900	7,527	4,166	4,569
Instagram follows (total)	1,517	1,536	1,596	1,619	1,661	1,751	1,793	1,855	1,895
Instagram posts (m)	8	4	12	4	3	7	9	11	8
Instagram likes (m)	246	134	300	124	94	264	205	304	183