



# ESTATES AND CAMPUS SERVICES

Welcome to the May 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 MAY 2019

### WEBSITE TRAFFIC

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



### EMAIL CAMPAIGNS AND ENGAGEMENT

APRIL ECS Staff Newsletter

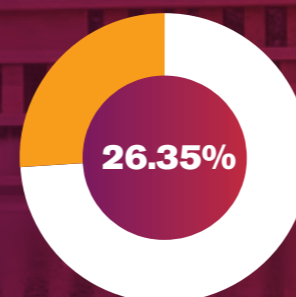
MAY ECS Staff Newsletter

721

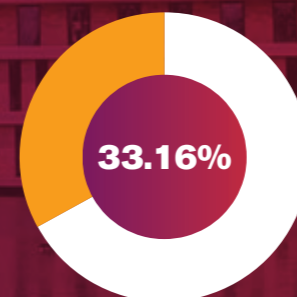
Delivered

722

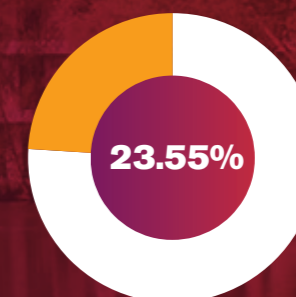
Delivered



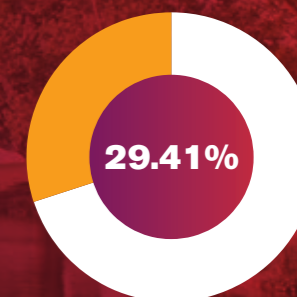
Open rate



Click through rate



Open rate



Click through rate



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

ECS STAFF EXCELLENCE AWARDS 2019 FLICKER PHOTOS



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

TOWERS REFURBISHMENT FLICKER PHOTOS

# ACCOMMODATION ESSEX

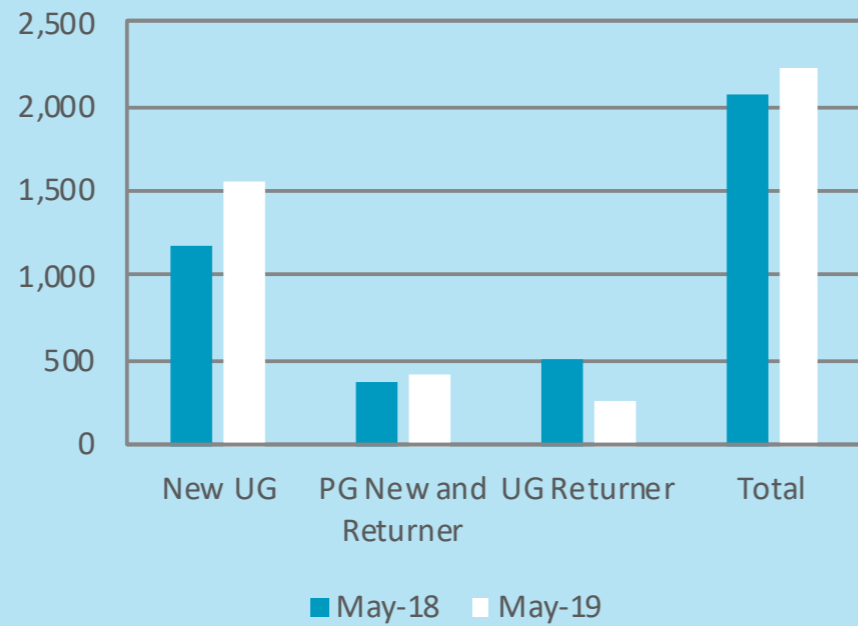
Work was done to update the large poster board in the Gateway Building in Southend to ensure content and images are up to date, utilising the latest pictures from the February photo shoot.

Work has begun on organising a photo shoot to take place over the summer to get various shots from The Copse, Meadows and Quays. Self-contained apartments and adapted rooms need to be more significantly highlighted and so new imagery will help support this on the website and across social media.

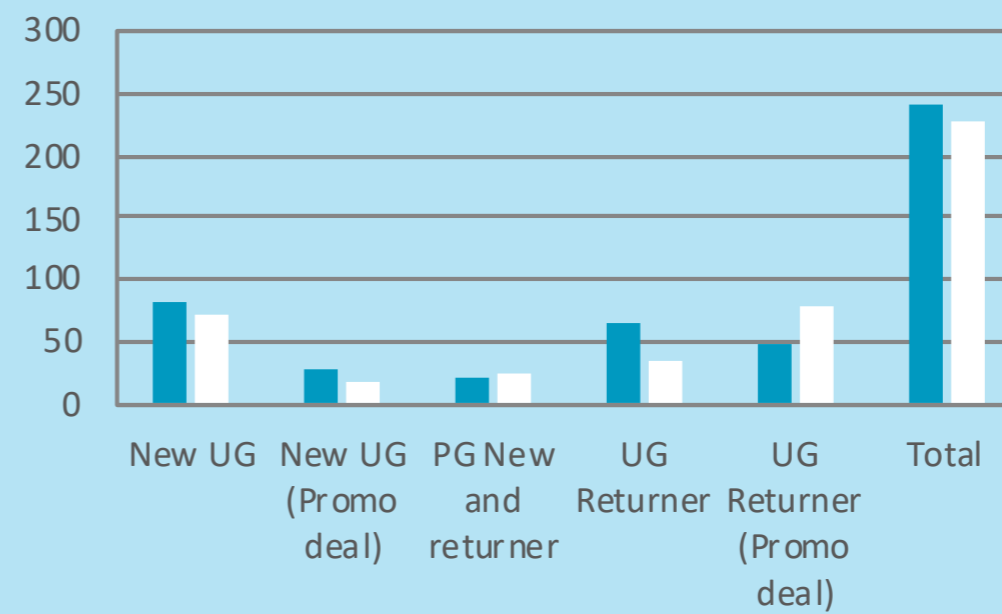
Liaison with Dig in has taken place to confirm the production of the boxes are in keeping with the University brand. Updates were made to the pocket pack which is an informational sheet included in the box, to ensure emergency numbers and contact details for both Colchester and Southend are up to date. A delivery schedule was also produced to ensure each area get the correct amount of boxes delivered to them in late August.

## MARKETING LEAD GENERATION

### Colchester



### Southend



**SUMMARY**  
New UG figures are significantly higher than last year for Colchester. Southend is only marginally lower compared to last year.

## WEBSITE TRAFFIC AND VISIT-TO-LEAD GENERATION



	MAY-18	MAY-19
Site Visits	17,420	17,815
Average length of visit	04:43	04:19

**SUMMARY**  
Visits to the accommodation webpages and the length of visit have remained consistent with last year.

## SOCIAL MEDIA ENGAGEMENT

### COLCHESTER



### SOUTHEND



COLCHESTER	FEB-19	MAR-19	APR-19	MAY-19
Facebook likes (total)	1,439	1,446	1,457	1,473
Facebook posts (m)	19	19	10	7
Facebook reach (m)	3,478	3,871	2,741	1,863
Instagram follows (total)	Twitter has been deleted. Now to be replaced with Instagram account data. Started April 2019		139	152
Instagram posts (m)			9	5
Instagram likes (m)			50	26

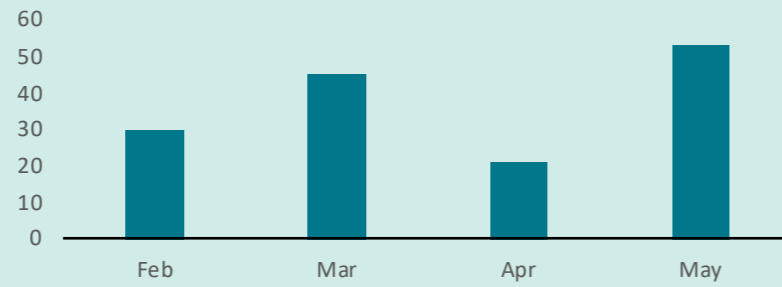
**SUMMARY**  
All social media platforms continue to have positive engagement, with total number of followers increasing again this month.

SOUTHEND	FEB-19	MAR-19	APR-19	MAY-19
Facebook likes (total)	1,364	1,366	1,364	1,376
Facebook posts (m)	0	0	11	7
Facebook reach (m)	3,885	5,538	4,258	4,284

# CAMPUS SECURITY

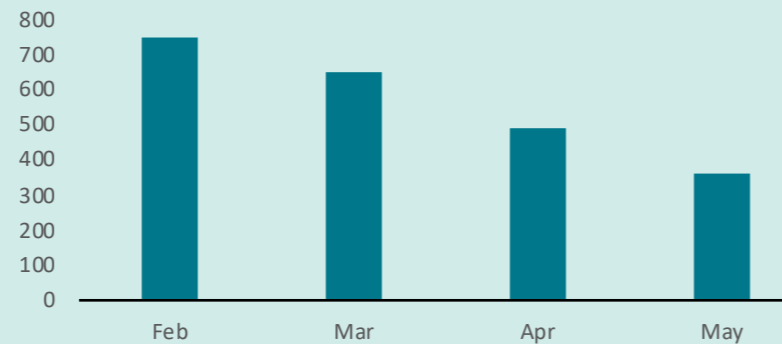
The Traffic teams assisted with several campus visits in May.

## REPORTED INCIDENTS



REPORTED INCIDENTS	FEB	MAR	APR	MAY
Reportable incidents involving students	30	45	21	53

## TRAFFIC OFFICERS



TRAFFIC OFFICERS	FEB	MAR	APR	MAY
Tickets issued for parking contraventions	752	653	488	358

## INFORMATION CENTRE

**26** Trip switch reset  
**76** Door reprogramming for accommodation

INFORMATION CENTRE	FEB	MAR	APR	MAY
Calls received	2985	3255	2549	3387
Trip switch reset	26	20	17	26
Door reprogramming for accommodation	27	70	55	76

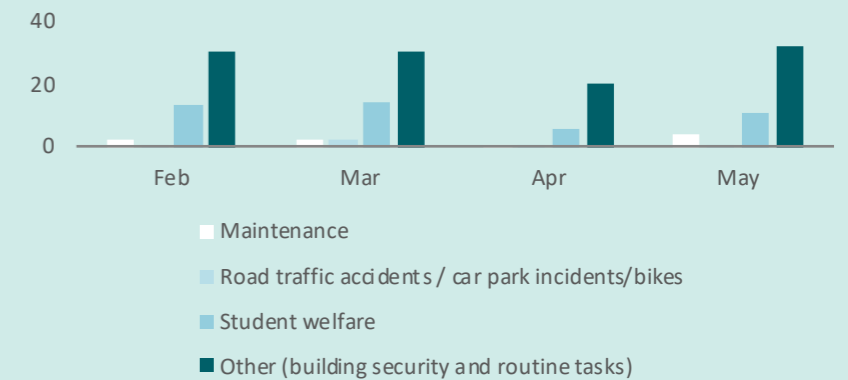
## INCIDENTS RESPONDED TO BY SECURITY

INCIDENTS RESPONDED TO BY SECURITY	FEB	MAR	APR	MAY
Maintenance	2	2	1	4
Road traffic accidents / car park incidents/bikes	1	2	1	1
Student welfare	13	14	6	11
Other	30	30	20	32

## CUSTOMER SATISFACTION

**1** No of complaints  
**1** Core events supported

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



## EMERGENCY SERVICE SUPPORT

**37** First aid support by patrol officers  
**7** Ambulance / paramedic support  
**0** Fire service call outs  
**16** Police support requested

EMERGENCY SERVICE SUPPORT	FEB	MAR	APR	MAY
First aid support by patrol officers	43	45	20	37
Ambulance / paramedic support	11	10	4	7
Fire service call outs	7	0	1	0
Police support requested	0	13	5	16

UK Coffee Week ran until 5 May and was heavily promoted on social media, the digital screens, via a newsletter and in Essex Weekly. 5p from every cup of coffee sold by Essex Food across selected outlets went to Project Waterfall and there was also a guess the weight of the coffee beans competition. The total raised was £376.50 and UK Coffee Week tweeted Essex Food to say thank you.

National Vegetarian Week took place from 13 – 19 May. The variety of Essex Food's vegetarian options on campus were promoted on social media as part of this week. The National Vegetarian Week website showcased one of Essex Food's tweets on their homepage about Essex Food increasing the vegetarian options available.

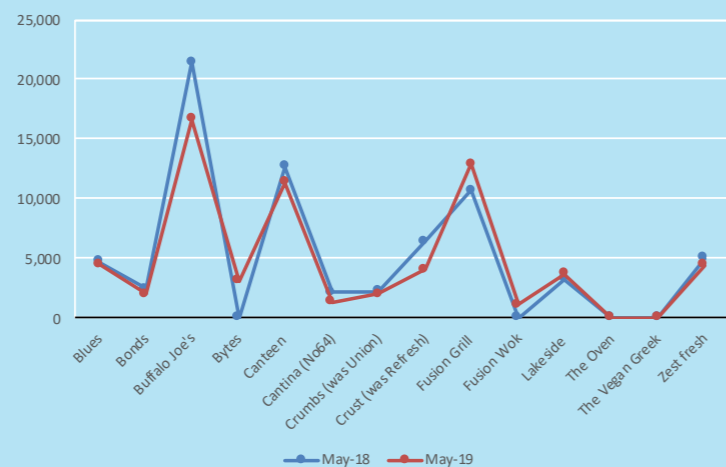
British Sandwich Week ran from 19 – 25 May. Essex Food created sandwich based meal deals and these were showcased on social media, the digital screens and in the outlets.

Over 1,000 snack packs were given out to revising students in May. These bags were branded with the Essex Food logo and included fruit, lentil crisps and water. The bag also included a reminder on staying healthy during the exam period. For the event an Ethics Food banner and leaflet were created and students were encouraged to find out more about what Ethics Food offered around campus.

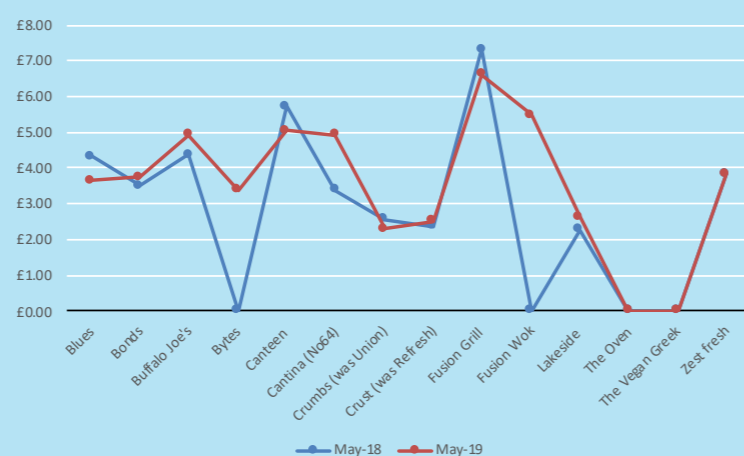
Photography took place in May of the new dessert options in Fusion Grill and this has been used to promote the launch of these items on social media. Buffalo Joe's began selling alcohol free beer and cider and photos were taken of these new items. The alcohol free options were promoted on social media and on the digital screens.

## BUSINESS GENERATED PER MONTH

### FOOTFALL (PER OUTLET)



### £ SPEND (PER HEAD)



## SOCIAL MEDIA ENGAGEMENT

SOCIAL MEDIA ENGAGEMENT*					
	JAN-19	FEB-19	MAR-19	APR-19	MAY-19
Facebook likes (total)	1,162	1,171	1,185	1,185	1,193
Facebook posts (m)	20	33	49	49	57
Facebook reach (m)	2,812	1,825	4,585	4,414	4,450
Twitter follows (total)	1,063	1,066	1,059	1,066	1,071
Twitter posts (m)	10	18	42	34	40
Twitter impressions (m)	5,600	8,100	14,000	8,471	13,700
Instagram follows (total)	523	562	595	613	628
Instagram posts (m)	10	8	16	27	259
Instagram likes (m)	69	55	86	171	160

### SUMMARY

Followers on all platforms are increasing steadily month on month with engagement high.

**67,197**  
TOTAL FOOTFALL

**£3.50**  
AVERAGE SPEND PER HEAD

**1,193**  
Facebook likes (total)

**1,071**  
Twitter followers (total)

**628**  
Instagram followers (total)

MULTIBUY LOYALTY OFFER	
	Sales
Lunchtime offer	4,154
Hot drinks offer	3,943
Canteen breakfast offer	544
<b>Total</b>	<b>8,641</b>

**8,641**  
TOTAL MEAL DEALS PURCHASED



**3,943**  
TOTAL HOT DRINKS PURCHASED



## PURE360 - LEAD GENERATION

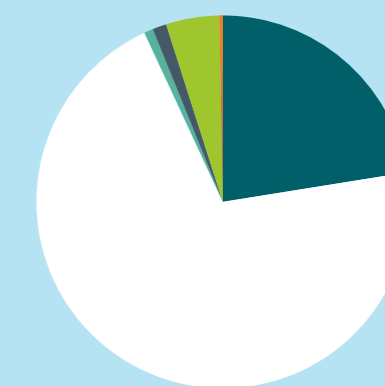
**1,335**  
DIRECT CONTACTS

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

## SALES LINKED TO ESSEX FOOD REWARDS APP

	SALES WITH APP SCANNED	
	MAY-18	MAY-19
Blues	£1,229.00	£1,270.12
Bonds	£397.00	£400.83
Buffalo Joe's	£3,814.00	£2,568.75
Canteen	£3,837.00	£3,557.59
Fusion Grill	£1,856.00	£2,156.33
Lakeside	£424.00	£361.75
No.64 Cantina	£214.00	£228.91
Crust	£1,065.00	£264.61
Crumbs (was Union)	£731.00	£320.57
Bytes	£0.00	£749.13
Zest fresh	£1,331.00	£722.16
<b>Total</b>	<b>£14,898.00</b>	<b>£12,600.75</b>

## PAYMENT SUMMARY FOR MONTH



Cash	22.47%
Chip and pin (EFT)	70.62%
Free spend	0.78%
EFR Loyalty Points	1.21%
App Cashless Payment	4.61%
Voucher	0.31%

This month, work continued on new collateral for Performance Sport to support their scholarship programme and the Welcome Back / Welcome campaign – offering returning and new students for 19/20 a reduced gold membership rate – was promoted 'to purchase from 3 June' on the website, A0 posters on squares and digital screens, with social and email campaigns planned for June.

Leaflet produced for Greystock festival of Essex Sport 'overview' and 'save the date' for the family open day - this will also be used for future community outreach events. Listing created for Essex Sport on 'familiesonline', which is another platform to share events and community focused projects. Work for the Family Open Day in September and our Staff Engagement week is ongoing. Continued promotion of adult and junior courses, active sessions, facility hire, fitness classes and the gym across various channels, including social media, the app, and digital screens on campus.

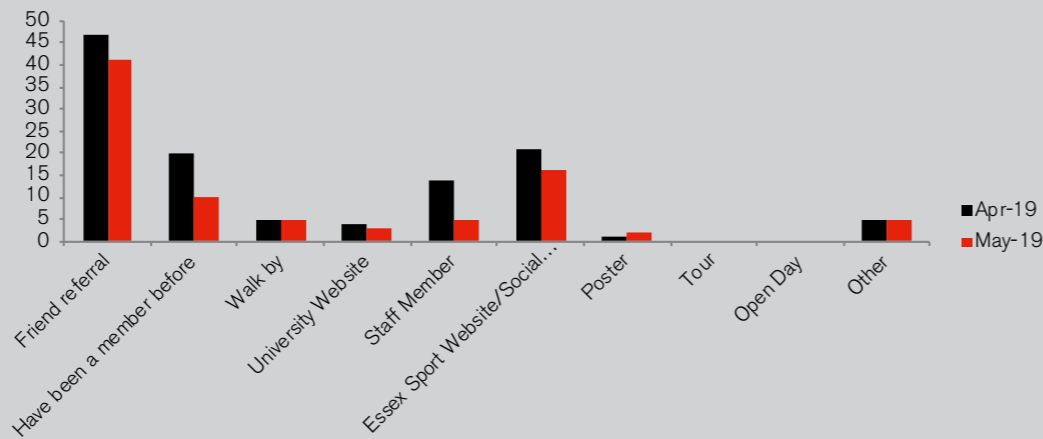
An advert for the Essex Rebels was produced for the WBBL and BBL play-off finals brochure – this design will be the base for new collateral of the Rebels basketball programme, including Essex Rebels Junior.

Summer CHUMS last chance to save 10% before 31 May – email campaign sent to previous CHUMS and junior courses opt-ins who hadn't yet signed up to Summer CHUMS (142 unique contacts) 40.14% OR and 7.02% CTR.

A section for Essex Sport Junior was created on the app and opening times for both May Bank holiday weekends were added to the Sport website and shared via the app and social media. Worked with the SU to co-promote their Relaxation Day for students, where Essex Sport offered a yoga session.

## MARKETING LEAD GENERATION

### MEMBERSHIP SOURCE CHANNEL



SUBSCRIPTION METHOD	MAY-18	MAY-19
Memberships bought per month	94	87
% Join@Home	14.9%	21.84%
% Reception	78.7%	77.01%
% Salary deduction	6.4%	1.15%

NON MEMBER ACTIVITIES	MAY-18	MAY-19
Children's activities sign-ups	Figures not supplied	151
Courses sign-ups	Figures not supplied	21

### SUMMARY

Source channels are consistent each month with friend referrals remaining the highest form of lead.

## SOCIAL MEDIA ENGAGEMENT

	NOV-18	DEC-18	JAN-19	FEB-19	MAR-19	APR-19	MAY-19
Facebook likes (t)	2,481	2,501	2,521	2,524	2,550	2,559	2,564
Facebook reach (m)	20,502	35,052	24,244	22,046	37,049	14,326	38,117
Facebook engagements (m)	354	204	1,358	738	659	417	678
Twitter followers (t)	1,410	1,415	1,434	1,443	1,445	1,457	1,469
Twitter impressions (m)	16,900	22,800	24,200	23,400	20,400	14,800	20,000
Twitter engagements (m)	285	179	288	1,358	234	188	482
Instagram follows (total)	752	788	843	890	935	957	990
Instagram posts (m)	11	6	20	12	11	12	15
Instagram likes (m)	112	58	263	171	166	154	228

 **2,564**  
Facebook likes (total)


 **1,469**  
Twitter followers (total)


### SUMMARY

Social media platforms continue to have positive engagement, with followers on the increase each month.

## WEBSITE TRAFFIC AND VISIT-TO-LEAD GENERATION

 **1,870**  
Site visits

 **0:48**  
Average length of visit

 **801**  
Membership page visits

 **6,665**  
Registered users

	MAY-18	MAY-19
Site visits	33	1,870
Membership page visits	9	801
Average length of visit	00:21	00:48

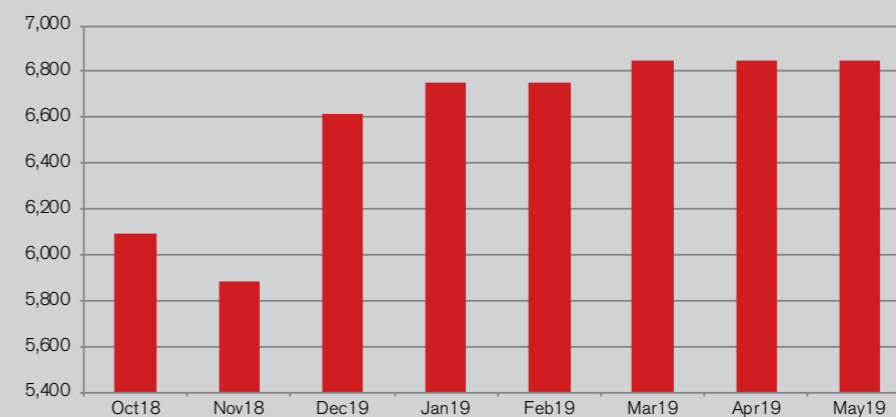
ESSEX SPORT APP	MAY-18	MAY-19
Registered users	2,165	6,665
Visits to membership page	182	330
Visits to class bookings page	4,173	7,771
Visits to course bookings page	300	315
Visits to courts booking page	1,245	4,234
Overall module opens	11,022	24,812

### SUMMARY

Site visits and membership page visits are similar to the last month and remain positive.

## PURE360 - LEAD GENERATION

### DIRECT CONTACTS



 **6,851**  
Direct contacts

	OCT18	NOV18	DEC19	JAN19	FEB19	MAR19	APR19	MAY19
Direct contacts	6,093	5,886	6,613	6,754	6,754	6,851	6,851	6,851

# ESTATES MANAGEMENT

As part of the refurbishments to the concrete steps between Square 1 and Square 2, maintenance teams are installing handrails and digital signage. The expected completion date is July 2019.

The complete refurbishment of Bertrand Russell Tower continues over the summer term period. The expected completion date is 27 September 2019.

The Gateway Building on Southend campus will be fitted with new card readers. Work is due to start mid-June and finish at the end of August 2019.

## HELPDESK ENQUIRIES LOGGED

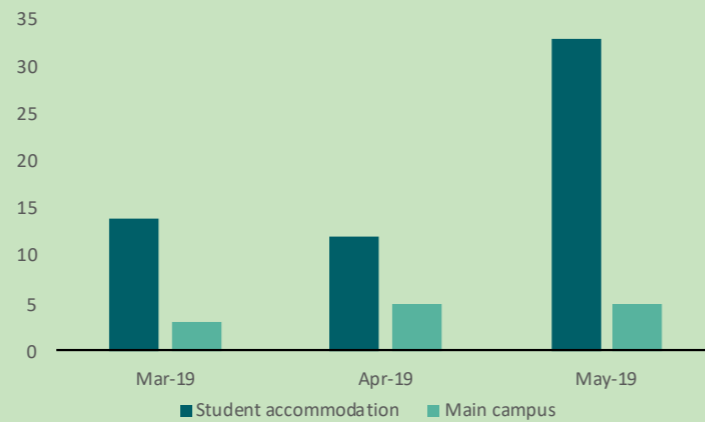


# 2,008

Call logs raised

HELPDESK ENQUIRIES LOGGED	MAR-19	APR-19	MAY-19
Call logs raised	2,019	1,442	2,008
Domestic Services cleaning work orders by month	96	74	113
Domestic Services portering work orders by month	301	210	299

## OUT OF HOURS SERVICE



OUT OF HOURS SERVICE	MAR-19	APR-19	MAY-19
Student accommodation	14	12	33
Main campus	3	5	5

## REACTIVE MAINTENANCE WORK ORDERS

### Colchester

# 607

Building

# 502 480

Electrical

Mechanical

	MAR-19	APR-19	MAY-19
Building	691	413	607
Electrical	564	367	502
Mechanical	489	312	480

### Southend and Loughton

# 153

University Square

# 252 83

Southend

Loughton

	MAR-19	APR-19	MAY-19
University Square	176	150	153
Southend Campus	133	217	252
Loughton Campus	122	71	83

## WEBSITE TRAFFIC:

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



# 47

Site Visits



# 1:53

Average length of visit

	MAR-19	APR-19	MAY-19
Site Visits	45	42	47
Average length of visit	04:19	01:46	01:53

## SOCIAL MEDIA ENGAGEMENT\*

# 613

Twitter follows (total)

	APR-19	MAY-19
Twitter followers	609	613
Twitter posts (m)	21	24
Twitter likes (total)	45	25

## SUMMARY

Twitter is experiencing a gradual increase of followers each month with positive engagement.

## POST ROOM

	MAR-19	APR-19	MAY-19
Incoming letters	13,080	15,380	15,200
Incoming packets (non signed for)	2,325	2,675	2,950
Incoming signed for items	3,954	3,554	4,987
Total	19,359	21,609	23,137

	MAR-19	APR-19	MAY-19
Outgoing letters	8,785	8,036	3,704
Outgoing small parcels	103	262	140
Outgoing med parcels	74	128	77
Overseas totals	3,045	1,735	697
Total	12,007	10,161	4,618



# 23,137

Incoming (total)

# 4,618

Outgoing (total)

## CENTRAL STORES

	MAR-19	APR-19	MAY-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 newsletter was sent out in May for Event Essex that focused on both the Graduation accommodation offer and the Colchester meeting venues.

Updated campus maps were created to guide visitors onto and around campus. The maps include major paths across Colchester Campus and shows the main routes into campus from around Colchester.

Work on SEO and Google ads continued for the Event Essex website throughout May.

A Facebook ad was created that advertised the Colchester meeting and training venues. The ad showcased these venues and pushed viewers to like the Event Essex Facebook page.

## MARKETING LEAD GENERATION

### COLCHESTER

	MAY-18	MAY-19
Enquiries	48	51
Conversions / bookings	18	26
External enquiries	30	39
Internal enquiries	18	12
External conversions/ bookings	12	17
Internal conversions/ bookings	6	9

#### SUMMARY

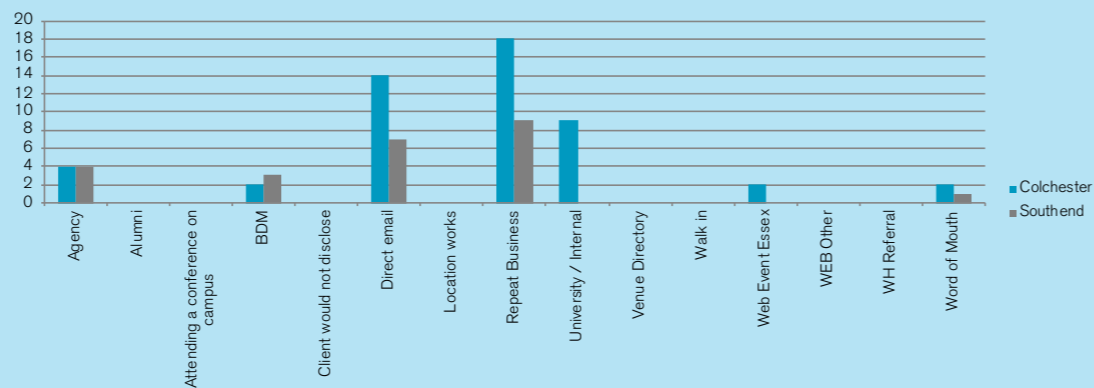
**Colchester:** There has been an increase in enquiries and conversions compared to last year's figures with the majority leading from direct email and repeat business.

### SOUTHEND

	MAY-18	MAY-19
Enquiries	26	24
Conversions / bookings	17	10
External enquiries	25	23
Internal enquires	1	1
External conversions/ bookings	16	9
Internal conversions/ bookings	1	1

**Southend:** Southend figures are marginally lower compared to last year's figures.

### ENQUIRY SOURCE



## CUSTOMER SATISFACTION



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

#### SUMMARY

The monthly satisfaction survey results show that 100% of clients were satisfied with their booking, found the staff professional, likeable, engaging and approachable and received an excellent standard of service.

## EVENT ESSEX MONTHLY EMAIL CAMPAIGN



	MAY-18	MAY-19
Sent	281	2,135
Open rate	23.38%	31.21%
Click through rate	16.92%	8.93%

#### SUMMARY

The open rate for the monthly campaign has increased from last year's figures.

## WEBSITE TRAFFIC AND VISIT-TO-LEAD GENERATION

www.eventessex.co.uk



	MAY-18	MAY-19
Site Visits	1,950	1,924
Average length of visit	00:47	00:57
Bounce rate	76.41%	72.87%
Number of enquiries	11	2
Conversions this month	0	0

#### SUMMARY

Site visits remain similar to last year's figures with average length of visit marginally higher.

## PURE360 - LEAD GENERATION



	MAY-18	MAY-19
Direct contacts	1,745	2,153

## SOCIAL MEDIA ENGAGEMENT



#### SUMMARY

Social platforms are gaining followers steadily with positive engagement.

	NOV	DEC	JAN	FEB	MAR	APR	MAY
Twitter follows (total)	738	733	771	740	750	757	762
Twitter posts (m)	20	11	8	14	25	27	20
Twitter impressions (m)	6,600	6,300	4,000	6,600	11,900	7,925	9,485
Facebook likes (cumulative total)	141	141	141	142	143	144	168
Facebook posts (month)	21	12	8	11	25	27	20
Facebook reach (m)	66,824	75,360	51,220	2,300	597	592	1,903

# SUSTAINABILITY

REDUCE. RECYCLE. PROTECT.



Along with six student volunteers, we carried out Green Impact audits across the Colchester and Southend campuses. It was fantastic to meet with teams and hear about the work they have been putting in to Green Impact through the year.

Building links with the academic community, the team attended a presentation delivered by students on the CS300 module in Community Engagement, led by Jane Hindley. The project had seen the students run their own event at the Festival of Sustainability, encouraging the University community to recycle their waste. Daisy Malt acted as the students' point of contact at the University in terms of sustainability, and provided feedback on their work.

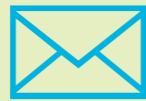
## SUSTAINABILITY KPI'S

Recycling stats

Figures not supplied

SUSTAINABILITY KPI'S	JAN-19	FEB-19	MAR-19	APR-19	MAY-19
Total waste (metric tonnes)					
Recycling stats		Figures not supplied			
Energy usage					
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	Figures not supplied

## E 360 CAMPAIGNS AND ENGAGEMENT



1,153

Sent to



39.20%

Opens



39.20%

Clicks

## SOCIAL MEDIA ENGAGEMENT\*

	MAR-19	APR-19	MAY-19
Facebook likes (total)	326	333	337
Facebook posts (m)	39	33	22
Facebook reach (m)	5,696	4,876	3,733
Twitter follows (total)	794	811	821
Twitter posts (m)	29	42	28
Twitter impressions (m)	14,700	17,800	17,300
Instagram Followers	309	321	344
Instagram Posts	14	15	8
Instagram Post Likes	221	113	51

**f 337**

Facebook likes

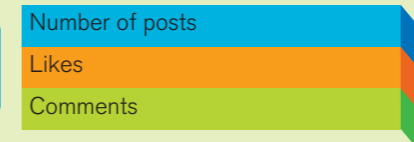
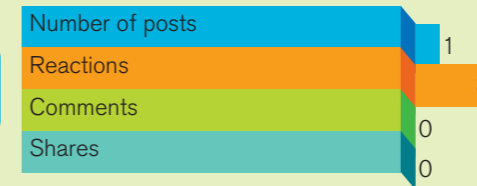
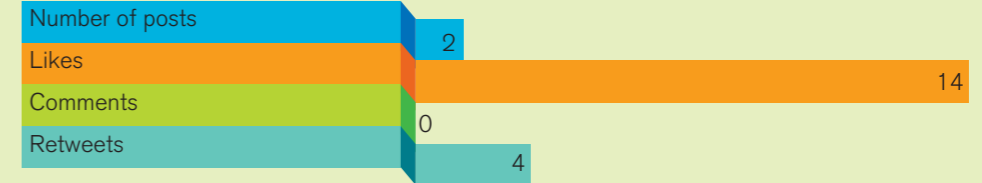
**t 821**

Twitter follows

## SUMMARY

Followers of social media platforms are consistently rising each month.

## #LITTLECHOICESBIGCHANGES ENGAGEMENT

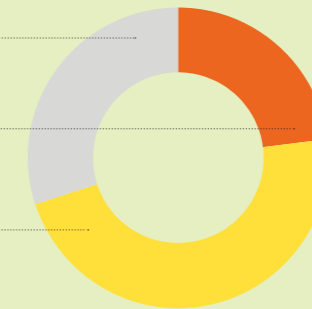


## STAFF GREEN IMPACT AWARDS

SILVER TEAMS 6

BRONZE TEAMS 8

GOLD TEAMS 12



STAFF GREEN IMPACT AWARDS	2017/18	2018/19
Bronze	15	8
Silver	7	6
Gold	9	12
Gold Project	0	3
Green Contractor	1	1
Little Choices Big Changes certification	0	1

## WEBSITE TRAFFIC



3

Site Visits

0:21

Average length of visit

	MAY-19
Site Visits	3
Average length of visit	00:21



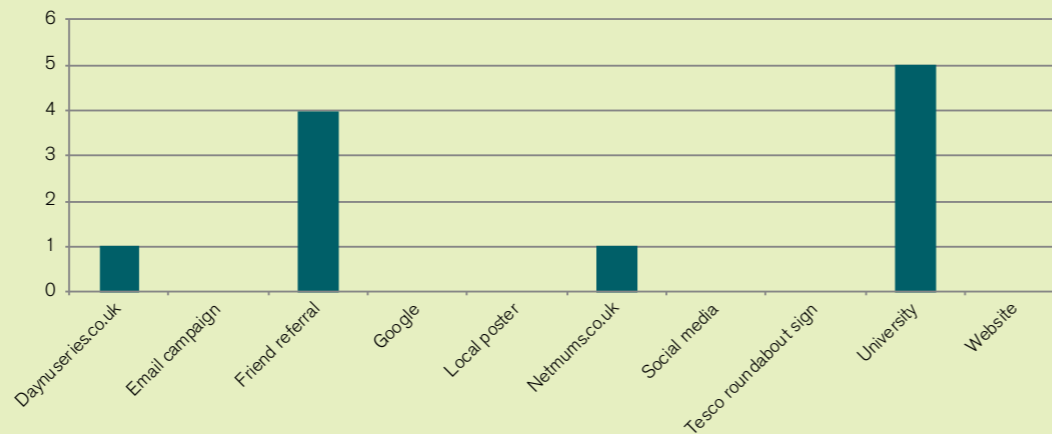
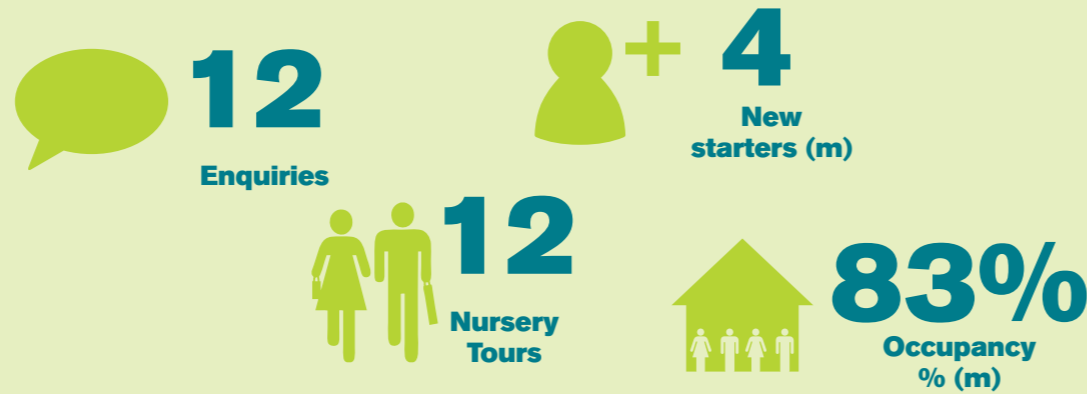
Following May's marketing meeting it was highlighted that public numbers for nursery placements could be improved. New marketing activities have been discussed and resulted in the creation of a public outreach plan which will be put into force immediately. Various marketing drives will take place to help raise the public profile of the nursery in the local area. Key target areas include Wivenhoe, Brightlingsea, Alresford and Elmsted Market. Research will take place to see what local events can be utilised to advertise our annual summer fair, holiday club and day care offer.

With the summer fair in June, various pieces of collateral and giveaways have been created in liaison with Print Essex and the Copy Centre. These include A0 posters which have been distributed across campus, digital screen posters, A4 posters and A5 leaflets which have been circulated in the local area, and an all-weather banner which is displayed in Brightlingsea. Two branded gazebos have also been created to use at the event and throughout the year, branded flags to hand out to visitors of the fair and booklets which give details of the day and the locations of the activities taking place.

May has seen a big drive on social media with all the nursery events being posted to highlight the activities that take place in the nursery alongside regular posts about the nursery. Part of the social media strategy has been to include as many staff related posts as possible as a post about Ella saw the highest engagement for some time. We would like to work towards being able to get staff videos where each member talks a little about what they do, their specialism or something they do in their personal lives. Showcasing the staff and what they do can help the nursery to convey how welcoming and nurturing the nursery environment is.

There has been a more significant drive to boost Holiday Club sign ups this year, with leaflets being produced and handed out in the local area, alongside Facebook advertising and continued social media posts and reference to the club in our monthly newsletters. A digital version of the leaflet was also sent to Broomgrove primary school who will not be providing a summer club this year. The leaflet has been circulated to the parents.

**MARKETING LEAD GENERATION**

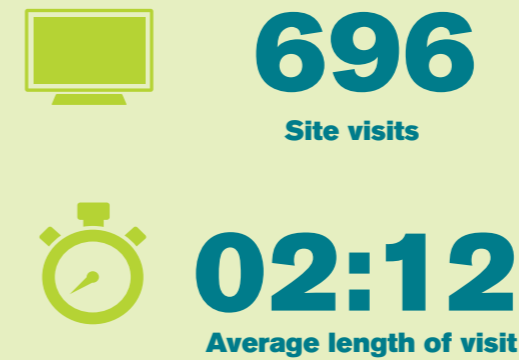


	MAY-18	MAY-19
Enquiries	12	12
Nursery Tours	8	12
New starters (m)	2	4
Leavers (m)	4	3
Occupancy % (m)	87%	83%
Conversion of enquiries to tours	8	8
Conversion of tours to waiting list	2	4

**SUMMARY**  
Enquiries remain consistent with this time last year whilst tours have seen an increase alongside new starters. Occupancy remains favourable.

**WEBSITE TRAFFIC AND VISIT-TO-LEAD GENERATION**

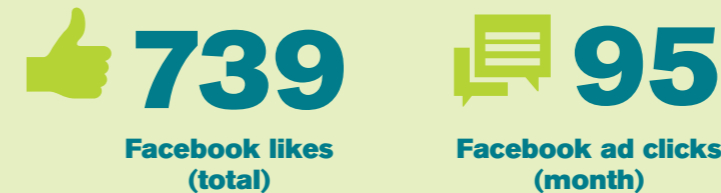
[www.wivenhoeparkdaynursery.co.uk](http://www.wivenhoeparkdaynursery.co.uk)



	MAY-18	MAY-19
Site visits	379	696
Average length of visit	05:12	02:12
Contact us enquiry form page	54	133
Simplybook booking page	39	140
Page Views*	0	2,986
Bounce Rate*	0	21.12%
Tapestry sign ups	234	Figures not supplied
Overall number of current parents	252	190

**SUMMARY**  
Site visits have almost doubled compared to this time last year due to updates to content on the website, resulting in improved SEO. The booking form and enquiry pages are experiencing a particularly high number of visits this month compared to previous months.

**SOCIAL MEDIA ENGAGEMENT**

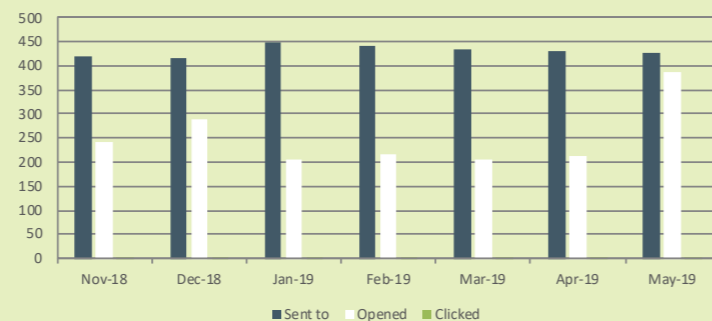


**SUMMARY**  
Facebook likes and total reach have shown a steady increase over the last couple of months. The nursery Summer Fair advert on Facebook received a reach of 2,970 and over 10k impressions. The ad resulted in 44 clicks to our website.

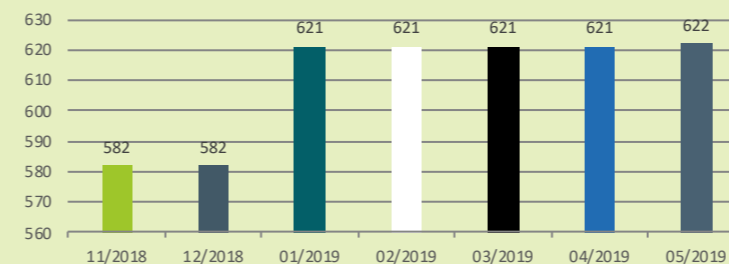
	DEC-18	JAN-19	FEB-19	MAR-19	APR-19	MAY-19
Facebook likes (cumulative total)	727	725	729	735	738	739
Facebook posts (month)	15	11	8	11	21	14
Facebook reach (m)	174,183	203,260	103,769	112,146	117,262	127,618
Facebook ad reach (m)	24,664	13,028	21,914	27,338	23,431	20,783
Facebook ad engagement (m)	12	26	55	76	67	53
Facebook ad clicks	115	28	55	76	95	95

**PURE360 - LEAD GENERATION**

**MONTHLY NEWSLETTER**



**DIRECT CONTACTS**



**SUMMARY**  
The nursery newsletter open rate and click through rate is well above average and performing well with receivers.

**DAY NURSERY MONTHLY NEWSLETTER**

	NOV-18	DEC-18	JAN-19	FEB-19	MAR-19	APR-19	MAY-19
Sent to	421	417	450	441	433	431	426
Opened	243	289	206	215	206	212	389
Clicked	24%	7%	8.70%	1.40%	22.80%	15.57%	9.00%

### MARKETING LEAD GENERATION

**175** Enquiries  
**65** Confirmed Bookings

#### PACKAGES BOOKED

	MAY-18	MAY-19
Spring/Summer/Autumn/Winter Offer	74	39
Sunday Stay And Dine	42	17
Lets's Celebrate	0	3

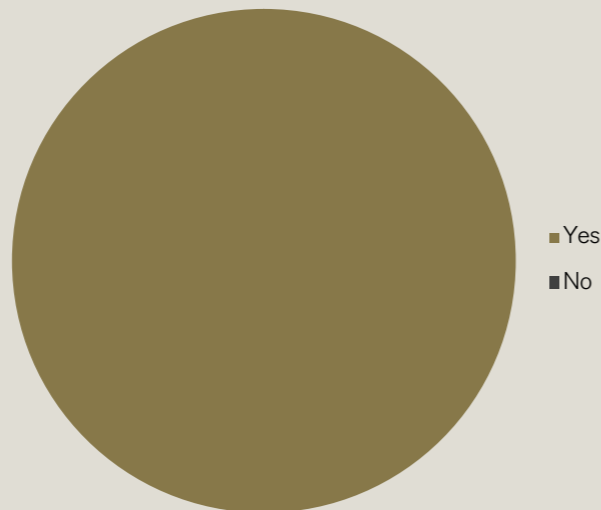
#### WHH CONFERENCES / EVENTS

	MAY-18	MAY-19
Enquiries	198	175
Confirmed bookings	63	65

#### FOOD AND BEVERAGE

	MAY-18	MAY-19
Brasserie Reservations	1,795	1,770
Afternoon Tea Reservations	718	594

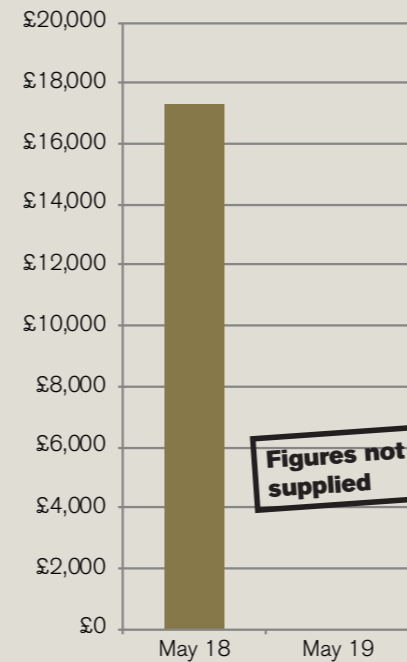
### CUSTOMER SATISFACTION



Overall were you satisfied with our hotel? (%)

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

### DIRECT BOOKINGS



#### SUMMARY

Enquiries have fallen slightly compared to last year. However, confirmed bookings have risen.

### WEBSITE TRAFFIC AND VISIT-TO-LEAD GENERATION

**15,669** Site visits

**1:58** Average length of visit

	MAY-18	MAY-19
Site Visits	11,179	15,669
Average length of visit	02:04	01:58
Website Revenue	£17,733.12	Figures not supplied

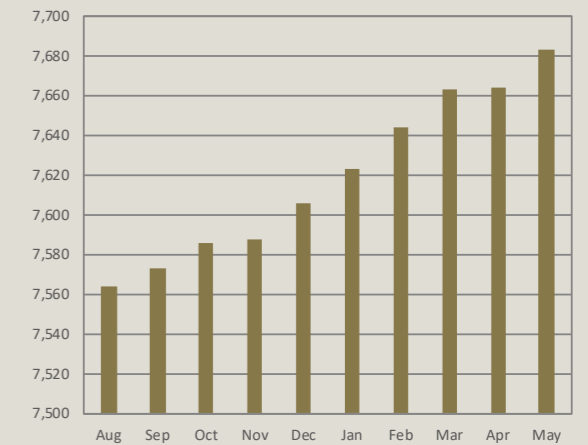
#### SUMMARY

Site visits have increased by 40% compared to last year's figures.

### PURE360 - LEAD GENERATION

**7,683** Direct contacts

	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY
Direct contacts	7,573	7,586	7,588	7,606	7,623	7,644	7,663	7,664	7,683



### SOCIAL MEDIA ENGAGEMENT

**6,317** Facebook likes (total)

**3,171** Twitter follows (total)

**1,919** Instagram follows (total)

#### SUMMARY

Facebook reach has increased by 72% from last month. Facebook page likes continue to rise with engagement positive.

	SEP-18	OCT-18	NOV-18	DEC-18	JAN-19	FEB-19	MAR-19	APR-19	MAY-19
Facebook likes (total)	5,945	5,975	6,002	6,048	6,120	6,160	6,226	6,279	6,317
Facebook posts (m)	25	30	26	18	19	28	25	26	21
Facebook reach (m)	160,273	129,200	49,252	99,180	176,362	127,769	133,246	105,327	181,793
Twitter follows (total)	1,793	3,114	3,124	3,122	3,142	3,156	3,167	3,170	3,171
Twitter posts (m)	11	50	23	13	7	8	8	6	7
Twitter impressions (m)	574	681	4,227	1,402	6,900	7,527	4,166	4,569	8,102
Instagram follows (total)	1,536	1,596	1,619	1,661	1,751	1,793	1,855	1,895	1,919
Instagram posts (m)	4	12	4	3	7	9	11	8	6
Instagram likes (m)	134	300	124	94	264	205	304	183	129