

Devon Churches Rural Forum

Communications Update for meeting 16th November 2017

Newsletter

- Our 2nd newsletter was published at the end of August and incorporated a harvest farming report as background for harvest services, and an article from North Devon CVS – “what your local CVS can do for you”
- New format was well received
- 162 are people now signed up to receive newsletter – and these are encouraged to circulate it more widely within their networks. There have also been a significant number of views from the website.
- The full farming report needed to be accessed via our website. There have been 50 views of this, which is much lower than the number of churches who might be interested, therefore suggest future farming reports are sent out via Archdeacon’s offices to all Anglican clergy and via Methodist networks to ministers, as well as the link via newsletter .
- Next newsletter due out in January – please suggest items for inclusion during December

Website

- The website is not being used as interactively as hoped (i.e. few people are sending in information, photos, liturgies, good news etc.), but its reading/viewing use has increased and is steady.
- The newsletter works in tandem with the website in that short articles are included in the newsletter, with links to more detailed information on the website.
- We need to keep adding new content and keeping pages up to date to maintain interest. Heather Sayle has recently been added as an editor for the website and will greatly help with development and updating.
- Stats – according to Google Analytics
 - Over past 90 days (to 7/11/17) 207 users
 - The number of unique users per week remains reasonably steady at around 15

- Views
 - Farming reports 50
 - Newsletters 43
 - Resources for churches 39
 - Explore churches link 32
 - DCRF pages 32
 - Events. Conferences and workshops 26
 - Parish Activities – Edgemoor MC – 25
 - Search – 24
 - Contacts and Links – 23
- Reviewed what is being used / less used during August 2017 and
 - Decided to remove “Festivals and Cream Teas” due to insufficient use
 - Decided to add a new section “Blog and Posts” to enable Forum members to write about issues that interest or concern them on an aspect of the work of the Devon Churches Rural Forum
 - Liturgies have not been sent in by users, but existing sources, such as Times and Seasons and Germinate will be referenced
 - Contacts and links could usefully be developed with more links being added – this is a well-used page

Any comments or suggestions for newsletter and website to Penny Dobbin at info@devonchurchesruralforum.org.uk

Rev'd P J Dobbin

November 2017