

## Fishergate, Fulford and Heslington Local History Society

# Website and Social Media Report for 2023 AGM

**Website:** [www.ffhyork.weebly.com](http://www.ffhyork.weebly.com)

Keen readers of our website will have noticed that the layout of the front page has been updated, with links to new additions and a list of information we have in our ever-increasing archives. The Events Reports page is also more complete, although there are still some gaps. We also have two new pages on the Heslington tab; Heslington Hall and Gardens, and the University. If you haven't already looked, I hope you will soon.

I am always very grateful when I am given articles to add to the website, but I was particularly pleased to receive Charles Patmore's fascinating and informative article about the Heslington Hall gardens. This prompted me to research and write a long-needed page on the history of the Hall and the people who owned it. As with many items on the website, there are links to other sources of information, including more scholarly articles, for anyone wanting to delve deeper.

Another long-term omission was that we had very little on the University. I have now written a brief history and added architectural descriptions of some of the buildings, many of which have recently been listed by Historic England. Again, there are links to other sources for readers who wish to know more than we have space for.

The website includes a page headed History Topics. This is useful for adding articles on subjects which are of interest across our three communities. One of these is about when Henry VIII's Northern Progress trundled through Fulford on 16 September 1541. I am hoping this page will have many new visitors when the play 'Sovereign' is staged by the Theatre Royal at King's Manor in July, and we will also be holding a meeting about the Progress while the play is on.

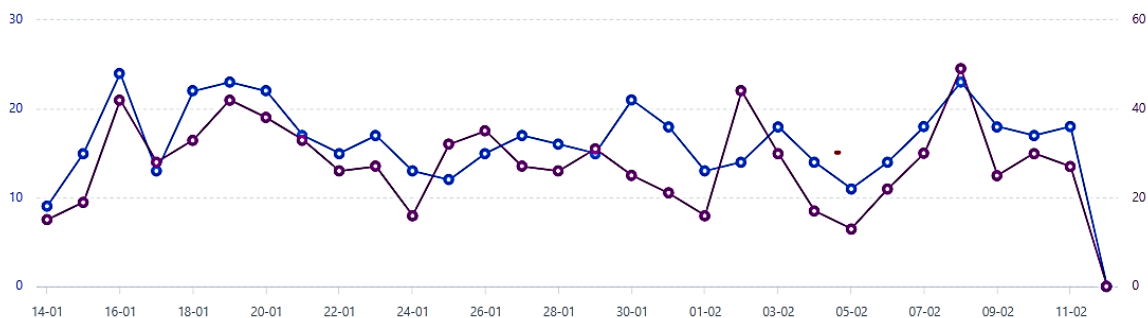
One page which most people visit is Events. I try to keep this up to date and it's always worth checking before meeting in case there have been changes in our arrangements.

The Contact Us page has a box where anyone can get in touch with the Society to ask a question or pass on information. We get all sorts of responses, from people just telling us their auntie once lived in Fishergate, to others who have stories to share that enrich our understanding of the area. The Contact Us page also has the Society's email address: [ffhyork.localhistory@gmail.com](mailto:ffhyork.localhistory@gmail.com) and you can also download a copy of our constitution from the page too.

I am always amazed at the number of people who visit our website. Unfortunately, I have not been able to retrieve data for 2022, but the graph below shows the period from 14 January to 11 February 2023, when we had 482 unique visits and 819 page views. It should be noted however, that some of these visits were made by me when I'm updating the website and checking that my changes are correctly displayed!

Number of people visiting the website per day (red line)

Number of pages viewed (purple Line)



**Number of website visitors and the number of pages viewed between 14 January and 11 February 2023.**

Page Name ↑	↑ Views	vs Previous
/	66	+27,73 %
/events.html	29	+52,73 %
/henry-viii--fulford.html	23	+25,27 %
/contact--join.html	19	+90,48 %
/elmwood--winterscale-streets--fishergate-shops.html	16	+228,57 %
/military-hospital--ordnance-depot.html	14	+53,85 %
/cavalry--infantry-barracks.html	13	+54,17 %
/heslington-hall--gardens.html	12	+26,67 %
/heslington.html	12	+41,38 %
/battle-of-fulford--germany-beck-housing-development.html	11	+50 %

**This table shows the website pages most visited over the same period ( / indicates a visit viewing the front page )**

## Facebook

Our facebook page has 260 followers, up 31 from last year.

I usually only use the page to post a notice about a forthcoming event, as I know this increases the number of people we attract.

Some of these followers forward our posts to friends and other groups, including YAYAS and York Family History Society, so our reach is much further. For example, the posting for Louise Wheatley's talk on Lady Well Close reached over 700 people, and the post for Bob Hale's talk on the building of the Merchant Adventurer's Hall reached over 1200 people in just two days, probably because of readers forwarding the post to others.

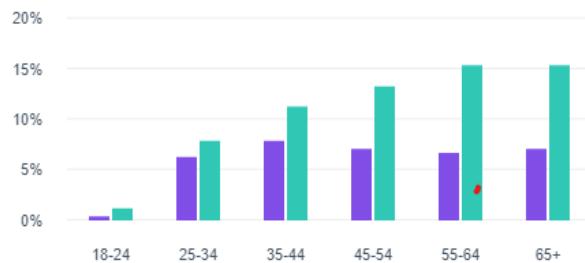
As well as posting our events on our own website, I also place a copy of the posting on the York Past and Present Facebook page. This has some 35,000 followers, so we have a huge audience across the world!

I thought you would be interested in seeing this information about the audience of our facebook page.

### Audience

#### Age and gender

Men 35.40%  
Women 64.60%



#### Location

York	154
Leeds	8
Scarborough	4
Selby	4
Bishophthorpe	3
Kingston upon Hull	3
Castleford	2
Heslington	2
Pickering	2
Tadcaster	2

#### Location

United Kingdom	240
United States	7
France	2
Germany	2
Oman	2
Australia	1
Bangladesh	1
Canada	1
Czech Republic	1
Spain	1

Christopher Rainger

Website and Social Media Manager

12 February 2023

