

Fishergate, Fulford and Heslington Local History Society

Website and Social Media Report for 2024 AGM

Website: www.ffhyork.weebly.com

Our website continues to attract surprisingly high numbers of visitors, with over 5,000 people reading almost 8,000 pages over 2023. Daily website visits normally range from 12 to 20, and page views from 15 to 30. But on two or three days per month, we have a spike in visitor numbers with around 30 visits and 60 page views.

This sometimes occurs after Louise has sent out an email about the next meeting, and when I have advertised an event on the York Past and Present Facebook site. These attract dozens of 'likes' and some people forward our post to other societies and friends. This seems to be a very successful method of drawing attention to FFH. Publication of the Festival of Ideas programme also brings dozens of website visitors.

Many just look at the front page, perhaps to see details of our next event, or to have a quick scan of what's new. The front page also has copies of our leaflets and links to some of our talks. There is also a news column, and quick links to the membership application form.

The front page also has details of our publications and leaflets, as well as all Louise's decorative and comprehensive Newsletters.

As in previous years, page most frequently visited was the Military Hospital and Ordnance Depot, perhaps encouraged by the plaque on New Walk. After the Events page, the next most popular was reading about Henry VIII's visit, not surprising given the Sovereign play last summer and our talk by Keely Hayes-Davies.

Our new pages on the University and Heslington Hall continue to attract many readers, where you can also read Charles Patmore's excellent article on the Hall's remarkable garden. There are links to other articles about the University, Hall and Gardens, and I would like to add a further page on the academic history of the University - would anyone like to volunteer....!

Fishergate shops and the lost community around Elmwood and Winterscale Streets has some nice memories and photographs of former residents and continues to be a popular page. The Battle of Fulford and the history of the glassworks in Fishergate are also popular, and the demolition of the Mecca Bingo Building brought new visitors to read an illustrated

article about the Rialto by our late friend Van Wilson. The recent archaeological investigations on the Rialto/Mecca site have been added to our pages on the amazing discoveries in Fishergate.

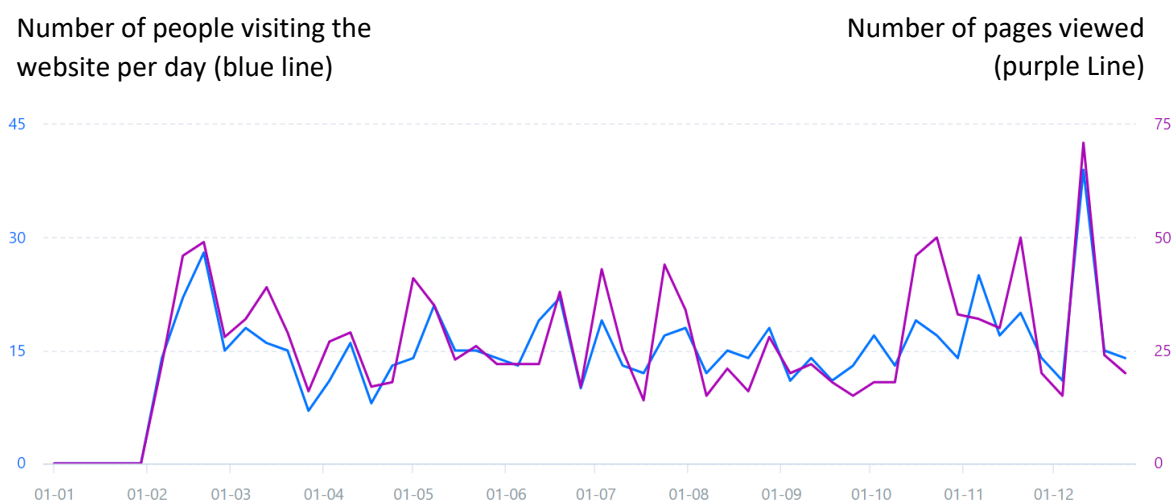
I try to keep the Event Reports page up to date and this often has links to further reading on the subject of the talks. I am always very grateful to our speakers when they give us a copy of their script and slides, or when someone volunteers to write up a talk. You can see a list of all our previous events on the Past Events page. It's amazing and somewhat awesome to see the range and quality we have covered over our 11 years. Perhaps we should re-visit some of these subjects in coming years.

The About Us page has a textbox where anyone can get in touch with the Society to ask a question or pass on information. We get all sorts of responses; some people just tell us their uncle once lived in Fulford, but others like Sally White, told of her grandfather's cousin, Ethel St Quintin, who was Matron of the Military Hospital in the late 1920s.

The About Us page also has the membership application form and the Society's constitution. It also has our email address: ***ffhyork.localhistory@gmail.com*** and details of how to buy our publications.

Our published programme does have to change sometimes, so do keep an eye on the website for the latest information.

Please let me know if there are subjects you would like to see on the website, and I will be delighted to receive articles that I can add.



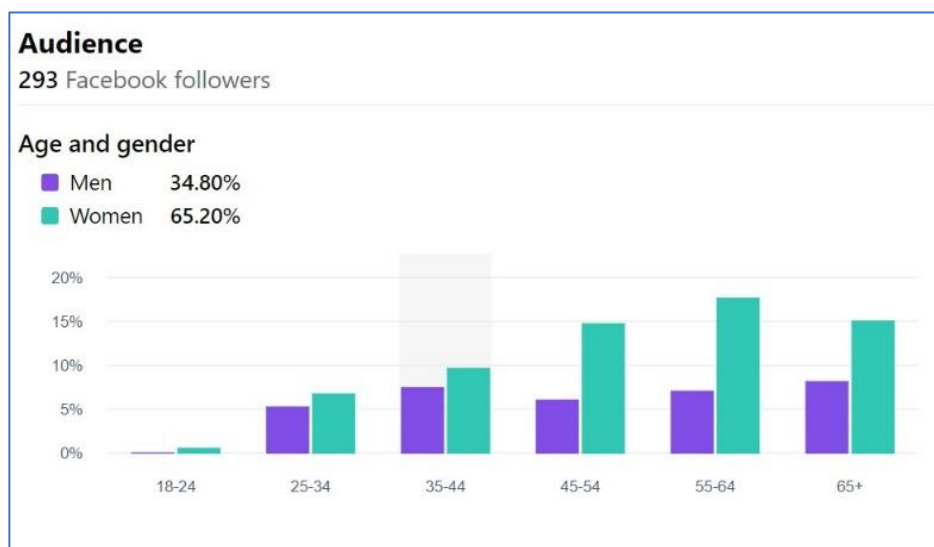
Number of website visitors and the number of pages viewed per week in 2023.

Facebook

Our Facebook page has 293 followers, up 33 from last year. I post our events on this site and also on the York Past and Present Facebook site (YP&P) which has over 36,000 followers. This greatly extends our reach and brings more people to our events, and visitors to our website.

Some of these followers forward our posts to friends and other local history societies, including YAYAS and York Family History Society.

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



Location	Towns/cities	Countries
York		176
Leeds		7
Scarborough		5
Selby		4
Castleford		3
Heslington		3
Kingston upon Hull		3
London		3
Bishopthorpe		2
Easingwold		2

Location	Towns/cities	Countries
United Kingdom		283
United States		6
Bangladesh		2
France		2
Germany		2
Canada		1
Czech Republic		1
Luxembourg		1
Oman		1
Spain		1

Christopher Rainger

rainger.chris@btinternet.com