

Firstly I must begin with apologies for not being very active recently. A particularly unfortunate set of personal circumstances meant that until very recently I have not been able to spend any time on my role since late August. However, I am now emerging from that period, and the good news is I have a second new hip to enable me to resume my rambling activities in earnest very soon. I thank the area committee for their patience and understanding.

Websites

The main news here is that the area website has been rebranded. The rebranded group websites are: Lutterworth, Leicester, and Melton. Any Joomla using group wanting me to help (or undertake) the rebrand their site or, where not using Joomla, want advice on incorporating aspects of the rebrand into their site; just ask.

Write of Way

This went out electronically via mailchimp for the first time in December 2021 and there have been two full editions in March and May 2022, followed by a short specific one giving notice of cancellation of area walk in August 2022. In December 2022 a further one item edition will give notice of the 2023 AGM.

With each edition the mailing list is updated from the current member database. In addition members and non-members can sign up to the newsletter via the area website. The percentage of people opening the newsletter is consistently around 63% – which is very high by e-newsletter standards. The newsletter is sent to in excess of 1,100 email addresses.

Social Media

What a year! Since my last report to AEC in March 2022 the group and area Facebook pages have grown 500 followers between them (and since the last AGM figures, compiled in September 2021 there have been 1046 new FB group members or followers). A huge thank you to all those of you who maintain these Facebook groups and populate them with interesting pictures and stories. During my 'down time' the way the area FB page works has been changed by FB. I still need to get my head around it; but I think the posts of any group that the area page follows automatically appear on the area Facebook feed. This is what we always wanted and it saves me a job of spotting them and sharing them.

Both the area and Hinckley twitter accounts continue to attract new followers steadily; and Hinckley and Leicester both have Instagram accounts.

Georgina Sear

Communications Officer

2 December 2022