



# Webmaster's Report for the London Group LDWA Annual General Meeting 2024

## 1. Website Use – Viewing Analysis 2023 vs 2022



## 2. The Group Facebook Page

- There are 562 (+47 vs 2023) primary and 674 (+38 vs 2023) associate members of LDWA London as of January 28th.
- 282 members are also members of the Group Facebook page.
- There were 267 members on February 5th 2023, giving a net increase of 15 members.
- In the period February 5<sup>th</sup> 2023 to January 28<sup>th</sup> 2024:
  - 210 members were active (+20 vs last year)
  - There were 82 posts (vs 155 in 2022/23), 158 comments (vs 321 in 2022/23) and 1,135 reactions (vs 1,925 in 2022/23) so posts are substantially down with a corresponding impact on comments and reactions.

### 3.1 Activity

Period	Members	Posts	Comments	Reactions
Last two months 2022/23	112	25	51	335
Last two months 2023/24	126	19	51	274

### 3. Final Notes

There were no changes to the website in 2023 and the system remained stable. We had one period of unavailability in early 2023 linked to a security issue, and a longstanding issue with the task IDs for the committee, but these do not affect the running of the site.

My thanks to the walk leaders who have diligently provided all the information I needed to populate the website and the walks database – register of attendees, walk report, GPX file and photographic evidence - on time and in the right format. I am very grateful to Jean for her continued chasing of the walk leaders to obtain any missing information and forwarding to me as required. Consequently, there are very few walks where we lack information, in fact only 1 out of the 90 walks we ran last year.

We continue to experience formatting issues when uploading the weekly LDWA newsletter email to the website. As anyone who has tried to read it online can testify, it is almost impossible to maintain a readable format. We raised this with the LDWA IT team several years ago but there have been no updates.

I did not realise my plan to refresh the home page with new photos last year. 12 months on, and we now have another 900 to choose from – plus more available on Facebook – so I will get it done in 2024.

Finally, I must extend even more gratitude to Gavin, who has provided so much cover for me over the last year and continues to be my first port of call for any queries.