

# Connecting the Community.

What's the key to the success of any community project? No surprises it is the people, the Directors of DVCE want as much community involvement as possible, not just in the terms of investing in the project through the initial share raise but to help meet a key aim which is to increase environmental awareness.

Generating green energy locally encourages local people to take responsibility for being environmentally responsible and provides an educational resource to ensure that this philosophy is adopted by future generations.

Congleton Hydro has created a small but engaged community through regular newsletter updates and digital challenges (Website, Facebook and Linked In).

We thought it might be useful for our readers to understand how we have developed our communication strategy over the last year!

## Newsletter.

During the launch of the share raise scheme back in early 2020 (if you can cast your minds back to a time before anyone had heard of COVID-19 and before most of us had heard of the term social distancing!!!) we encouraged interested parties to subscribe to our mailing list to receive the share offer document.

The share offer closed on April the 17<sup>th</sup> 2020 once the project had met the investment target, throughout the share offer campaign we sent out regular updates but we felt it was vital to continue to send a monthly newsletter to not only the investors but to everyone who had expressed an interest so they could come along on the journey with us through the construction phase and beyond!

We use Mailchimp as the service to deliver our newsletters, here are the latest stats:



Hi <First Name>

Hi <First Name>

A shorter newsletter this month. Whilst a lot of work has been going on completing the channel and forebay task for the installation of the screw, it is all nitty-gritty detail of preparing and installing some twisted bits of metal and that help provide the so-called structure for concrete, constructing abutments, welding bits of metal and pouring concrete! Although I have tried hard, I have not been able to get a story to link it all together, hope the photos below will give you a view of some of the detail.

Another reason for this short newsletter is to have some blank space so we can say: Watch this

Completed Campaign • Mar 5

March 21

707 Recipients

Open Rate ..... 62%

Click Rate ..... 10%

Successful Deliveries 707

Total Opens ..... 1333

Typical email open rates (dependant on industry) hover around the 10-15% mark, Congleton Hydro on average achieves 60-70% open rate. Typical click through rates is around 2%, we achieve between 6-10% which again outperforms industry averages.

We have been really pleased that we have had so few unsubscribes and we thank you for coming on the journey with us!

### **Congleton Hydro Website.**

After the share raise ended, we took the decision to relaunch the website using the WordPress platform, we wanted an interactive hub for the Hydro, a place to showcase the journey; our store front if you like.

The digital presence became an important tool as we have not been able to take people to the site as originally planned due to COVID-19 restrictions.

While social media channels are great (and have proved to have been extremely useful) you aren't in control of them, you don't own the data, if Facebook decided to shut down your page you have lost contact with all your community so it's vital that you create your own digital hub and get people on your mailing list.

The website attracts around 300 visitors a month now, this continues to grow month on month, we do see a spike in visits after the newsletter goes out, that explains some of the click through rate above!

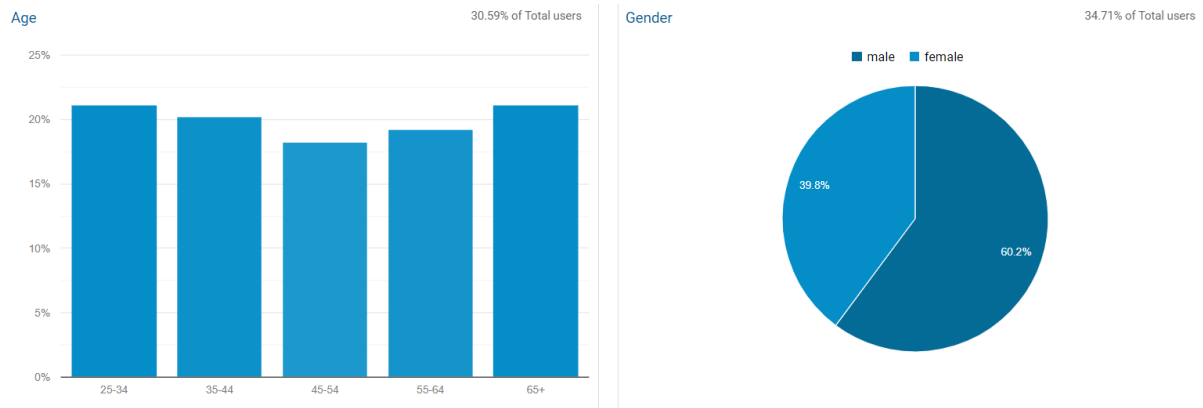
What else can the analytics tell us?

Users <b>340</b>	New Users <b>328</b>	Sessions <b>413</b>
Page Views <b>1,166</b>	Pages/Session <b>2.82</b>	Avg. Session Duration <b>00:03:05</b>

(Site stats for March.)

In marketing terms avg. session duration is over 3 minutes which is good and indicates people are reading the information and clicking through to other pages.

## Demographics



Demographic data indicates we have slightly more male users at 60% and its great to see we have a fairly good split on the age ranges so something to interest both young and old!

*\*The data is based on around 40% of users as it does rely on people being logged into their Google account.*

In another section of the analytics, you have a section for audience interests, does this make sense for the audience you are trying to reach?



Top of the list is green living enthusiasts, thank goodness, it looks like we are attracting the right kind of people! You can also use the information to guide you on the kind of topics that might interest you audience and keep them engaged on the site.

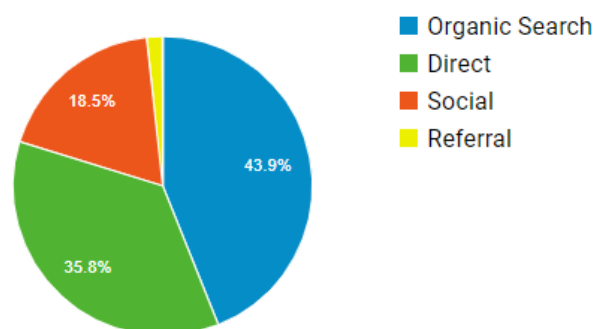
Mobile users:

<input type="checkbox"/>	Device Category ?	Acquisition
		Users ? ↓
<input type="checkbox"/>		<b>340</b> % of Total: 100.00% (340)
<input type="checkbox"/>	1. desktop	<b>168 (49.41%)</b>
<input type="checkbox"/>	2. mobile	<b>154 (45.29%)</b>
<input type="checkbox"/>	3. tablet	<b>18 (5.29%)</b>

You must design for both mobile and desktop these days, half of our audience is now mobile.

Our final website stat looks at where the traffic is coming from:

Top Channels



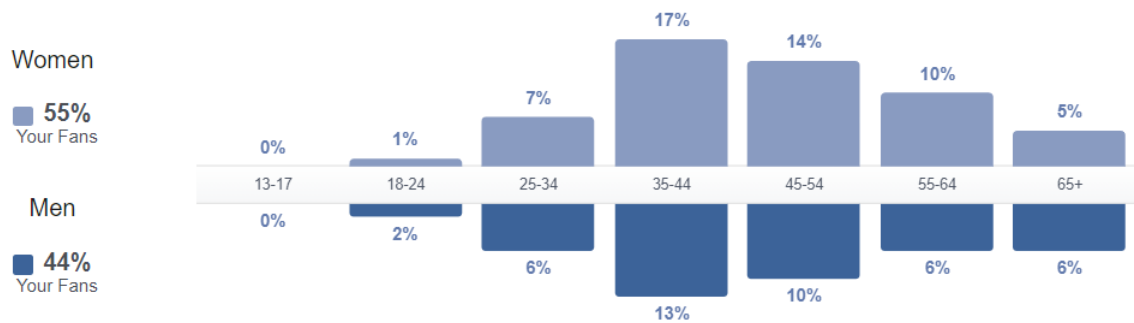
In website terms we have a small audience, but all indications are good that we are moving in the right direction, future plans for the website are a member's area for the Hydro investors and as the Hydro starts to generate electricity, we will be providing all the performance data so exciting times ahead!

### Social Media.

Facebook has been a key channel for the Hydro project, Congleton has an active community on Facebook with a number of local groups such as 'Chats Back' and 'News & Views', posting to these groups allows us to reach a larger audience than just the audience who likes our page.

<https://www.facebook.com/HydroCongleton>

The page has a total of 577 likes and 637 followers. Interestingly slightly more women like the page as opposed to men the opposite to the website analytics. Demographic data:




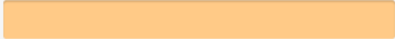
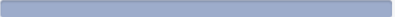







We don't have many likes in the younger age range, which differs to the website data which had a fairly even split. The younger age range tend to be on other platforms (as most of their mums and dads are on Facebook!) such as Instagram, Snapchat and Tok-Tok.

With limited time resources it's better to cover a few profiles and do them well then spread yourself too thinly, but there is a case for Congleton Hydro to start an Instagram profile to target the younger community, watch this space!

As you would expect most likes are from Congleton and surrounding towns.

City	Your Fans
Congleton	325
Macclesfield	30
Stoke-on-Trent	18
Crewe	15
Biddulph	13
Leek	10
Sandbach	8
Manchester	7

Video is by far the most popular type of post, followed by images and any posts with link which take people away from Facebook get the least organic reach.

Type	Average Reach	Average Engagement
 Video	7,016 	1,776  264 
 Photo	1,804 	132  44 
 Link	662 	22  11

The 'Archie' Installation video got fantastic reach of over 7000.



**Congleton Hydro** Posted a video

Published 27 days ago

Congleton Hydro had a very important day recently.  
The heart of the Hydro 'Archie' the Archimedes...



 176

Shares 23

Comments 65

**Audience engagement**



Total engagement

264



Shares

23

156

2

11

7

0

0

Comments

65

Reactions

176

And we didn't get any angry faces! #winning

We got some lovely comments on the video post, it's great to see the local community are really proud to have a project like this on the doorstep.

The Hydro also has a company page on Linked In, the video post also had great reach on there with another 1600+ views. Thanks to Sam Friend from Friend Studios who did an amazing job on capturing 'moving day'. Catch Sam on Facebook ([www.Facebook.com/friendstudiosuk](http://www.Facebook.com/friendstudiosuk))





Thanks to the team at CTC for the safe installation! (<http://www.ct-construction.co.uk/>)

Update engagement ⓘ Time range: Oct 4, 2020 - Apr 4, 2021 Show: 10 ▾

Update title	Updated	Impressions	Video views	Clicks	CTR	Reactions	Comments	Shares	Follows	Engagement rate
<a href="#">We are looking for someone to join our team to keep detailed records of all incom...</a> All followers	021	86	-	1	1.16%	2	0	2	-	5.81%
<a href="#">The opening of the Congleton Link road is eagerly awaited and while we fully suppor...</a> All followers	021	101	-	4	3.96%	1	0	0	-	4.95%
<a href="#">Archie Gets Installed! A milestone day for the Congleton Hydro!</a> All followers	021	2,993	1,691	96	3.21%	64	14	9	-	6.11%

We have also found the 'Jobs' feature on Facebook useful to find volunteers for specific roles as and when needed.

Another handy Facebook feature is you can rate your performance against other similar pages, purely for ego purposes only! We are the 'newest' page on the block so we aren't doing to bad!

Page	Total Page Likes	From last week	Posts This Week	Engagement This Week
 <b>Torrs Hydro</b>	675	▲100%	2	206
<b>YOU</b> 2  <b>Congleton Hydro</b>	577	▲100%	2	155
Keep up with the Pages you watch. <a href="#">Get More Likes</a>				
3  <b>Reading Hydro CBS</b>	565	▲100%	1	9
4  <b>Stockport Hydro Ltd</b>	309	▲100%	0	3

We hope you have enjoyed the insight into the Congleton Hydro audience, we won't be breaking any records but with zero marketing budget we hope we are making a small impact into the local community which in time will open up more conversations around sustainability, green energy and the role we all can play in making a safer, cleaner world!