

REVIEW OF KTC WEBSITES AND SOCIAL MEDIA – June 2025 – December 2025

Engagement

Facebook has shown 4,082 engagements for the period June-December 2025 spanning 106 posts. This is a slight decrease in engagement from the last reporting period, however, it is almost double the engagement from the same reporting period in 2024.

Instagram is holding steady with just over 700 interactions over this period spanning 92 posts.

Posts

Understandably the most engaged post on facebook this period related to the autumn closures of the A46 which reached over 58,000 views and 100 interactions. However, other aspects of Kenilworth life did creep into the top 8 posts which covered options for Castle Green, Boxing Day and the opening of the new Banking Hub. Our missing 'Welcome to Kenilworth' sign also generated quite a conversation! This is encouraging as it shows a much more positive level of engagement with residents via this platform than we have seen for some time.

Instagram was more focussed on the Christmas Light Switch On events, the opening of the Banking Hub, the half marathon and Kenilworth Revealed which appears more typical for this audience and follows a usual pattern.

Followers

Followers have increased across both platforms, we have attracted 384 new 'fans' since June 2025 which is a positive increase on previous reporting periods. Followers now stand at:

Facebook – 3,736 Instagram – 1,446

Neighbouring Town Councils have the following:

Facebook - Warwick TC – 7,100 Leamington Spa TC – 1,000 Whitnash TC - 1,400

Instagram – Warwick TC – 1,943 Leamington Spa TC – 187 Whitnash TC – 78

A plea for Members to share the Town Council's posts directly from our platforms. Please also include our links in any literature/posts of your own as this would be a huge help in increasing our following and the traffic to our website. It is currently increasing at a good pace beyond those of neighbouring towns.

Once again our insights continue to increase and remain positive. It is great to see more positive interactions on facebook. Attempts have been made to counter any false information via facebook. The Council has always been transparent and will continue to do so via social media. Any persistent, vexatious engagement will be reviewed and dealt with as required.

During 2026, there is an intention to include more information on social media concerning the day to day activities of the Council. We have introduced a 'Friday highlights' following a TC or F&GS meeting. We will also create posts based on a 'Friday round up' where it is appropriate to do so. The aim is to engage with our residents and visitors on the work of the Town Council that extends beyond events and reporting on road closures.

Website

Visit Kenilworth

Use of Visit Kenilworth has improved with nearly an additional 10,000 page views on the last reporting period. These stand at 54,399. Site visits have increased by approximately 4,000 to 21,386. Again, the most popular page is the 'Whats On' page, now closely followed by Kenilworth Revealed. These figures are a great improvement on what we have previously seen. What's encouraging is that user engagement is going up which means people are spending more time on the site and navigating to different pages.

Kenilworth Web

ENCLOSURE 2

Kenilworth web has received over 25,000 site visits, an increase on the previous reporting period and nearly 55,000 page views since June 2025, an increase of 5,000 on the last reporting period. Whilst these figures are not as high as this time last year, they are heading in the right direction. The most popular pages relate to events, specifically, the Tractor Run and the Christmas Light Switch On events in addition to our Castle Pass Application page. Again this is an example of much more positive engagement from residents and visitors on the activities of the Town Council.

Gemma Honey, Deputy Town Clerk

February 2026