

Website Traffic for www.saferstockton.com

1. Members will recall that the 'Crime in Your Area' web pages allow people to view crime statistics for their ward. This innovative tool was developed in August 2008.
2. The 'Crime in Your Area' site enables a search by postcode to view crime levels; this includes information on anti-social behaviour levels from the police, council as well as fire data for the full financial year. Each Ward page contains details of the Community Safety Plan key objectives and useful information on ASB including contact details for relevant Council departments and the Police, and the number of people living in the Ward with ASBO/CRASBO's. There is a link on each ward page to Cleveland Police website which shows policing priorities, and pictures of Neighbourhood Policing Teams and PCSO's.
3. Visits and hits to the site have reduced since the last reporting period. Hits have fallen by 1,737 (48.3%) and Visits by 722 (37.3%). Visits are the most important to consider on the site as they count the number of times the site is actually viewed. Hits count the number of files requested from a page which can be more than one file per page. For example when viewing one page this could be five hits, if there are five files to download for the page. Hits for November 2008 to January 2009 are 1859 and Visits are 1216.
4. The table below shows the top five ward pages visited in the last six months:-

1.	Stockton Town Centre (205)
2.	Ingleby Barwick East (200)
3.	Billingham North (196)
	Norton North (196)
4.	Fairfield (195)
5.	Northern Parishes (190)

5. The reduction in visits to the site is currently being addressed, and we are looking to improve the layout of the site. This is due to be updated to include new data for the financial year 2008/09, and will be in place for May-June 2009. We are looking at including rate per thousand population, so each ward can be compared to the borough rate per thousand population. We aim to update this on a quarterly basis in 2009/10.
6. There are no patterns of use for the website with the most active and least active day changing regularly. In the reporting period November 2008 to January 2009 there is an average of 13 visits per day to the site. There maybe extra visitors who navigate direct to the maps at Stockton web page if they have set this as a favourite within there internet browser settings, so visitors could be more than reported.
7. Members are asked to note the details provided in this report, and to disseminate the availability of this useful tool to others.