Annual General Meeting

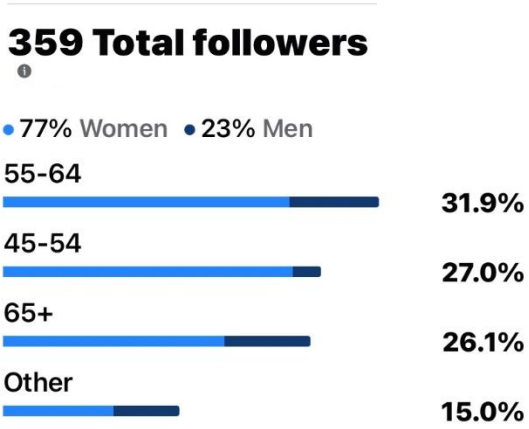
15th November 2026

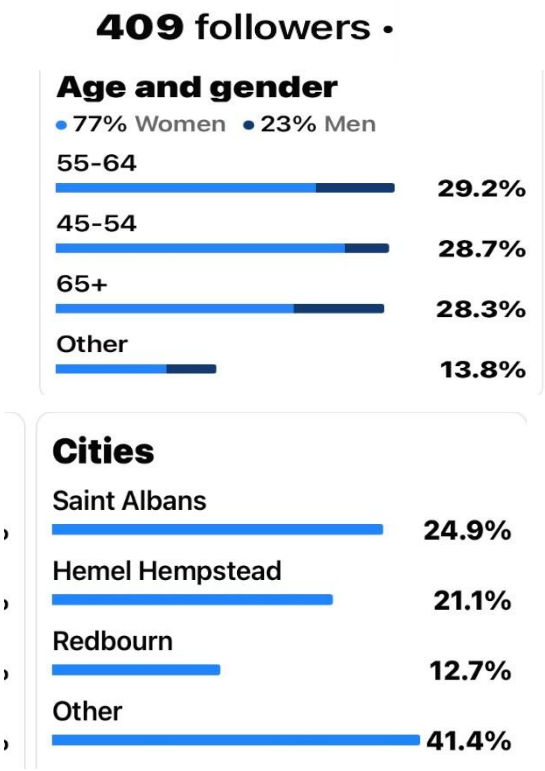
Communications (Facebook) Report.

The summary of the data on Facebook since the last AGM on 16th November 2025 are as follows: -

1- Followers:

November 2025 **November 2026**





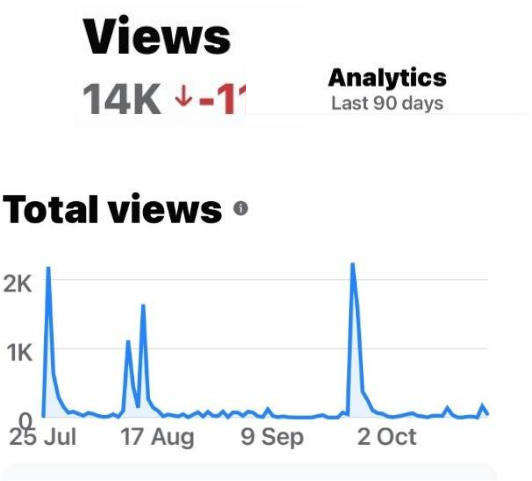
The number of followers continues to increase; over the past year, the number of followers grew by 12.22% rising from 359 to 409.

We are seeing strong growth and high engagement on our Facebook page, which indicates our content strategy is working. However, we face an attribution challenge. Our current analytics do not capture the initial point of discovery. We cannot directly track “cross-platform” journeys—where a user discovers our Ramblers group on Facebook but completes their booking or become a member directly on our website. Consequently, Facebook's total contribution to our membership bookings remains underreported in our data, acting as ’hidden data’.

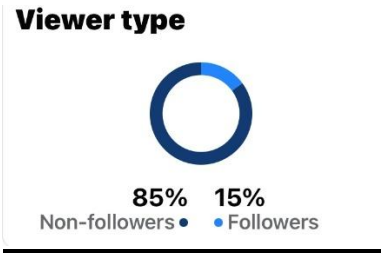
2- Views:

November 2025 **November 2026**





Although the number of views in the past 90 days is down by 11% to 14,000, the overall trend remains positive. Compare to the previous year's data 6,755, views have increased by 50,161%. Notably, 85% of total views came from non-followers. This is encouraging, as these individuals do not routinely receive WHR posts in their news feeds and have instead actively sought out the content. Reaching non-followers helps to extend our audience, increase visibility, and create opportunities to attract new followers and potential members.



Azar Thomson (Publicity Officer)

Communications General Report.

Initially the aim of our communications was to grow the membership of ramblers affiliated to West Herts Ramblers. This is proving more of a challenge than we hoped.

The Facebook posts are definitely seeing a significant rise in people knowing about us and we are definitely seeing more people from other rambler groups joining our walks. This in itself is really good as it is great to see new faces on our walks and to hear about how other groups operate and get ideas about how they promote themselves to potential new members.

Looking forward we will be investigating other ways to encourage new people to try us out and to walk with us.

One idea is to run some summer evening short walks as tasters to get people to just come along; possibly ending in a local hostelry. These would be walks of around 4 miles and would probably be on a turn up and try us basis rather than having to book. That idea is still to be decided but that would ONLY be for those specific walks.

I am also looking at joining some Health walks to pass on our details. This is an option that I will be investigating in 2027. This might need a card printed with a QR code so people can have something to take with them that gives them simple access to out website.

If any member has any other ideas, then please pass these to me or to Azar for consideration.

Anne James (Publicity Officer)