



Our Website, Two Weeks In

What has changed on the site, who has been reading it, what that tells us, and the six things the group needs to do before the end of September.

FOR THE GROUP 4 SEPTEMBER 2026

PART ONE

What is new on the website

- 1 A sixth Church Street application has appeared, and it is the recreation ground.** MC/26/1646 was lodged on 28 August, two days after the Higham Road result, while everyone was looking the other way. It asks Medway to approve the design and layout of the pitches, courts and pavilion. That is the detail of what the village gets in place of the rec. The whole application is a form and a single drawing.
Comments close on 24 September and, as this was written, not one person had commented.
- 2 The site now opens with what you can still act on.** The top of the page carries the live application, what it decides, and the closing date, with the other deadlines listed underneath. Anyone arriving now sees a deadline before they see anything else.
- 3 The register covers sixteen schemes and every one has been checked against Medway's own file.** Not press coverage, not the parish tracker. Where those disagree with the council's file, the register follows the file and says so.
- 4 Higham Road: refused, but not finished.** Medway still had not issued the formal decision notice nine days after the vote. The six-month window in which Gleeson Land can appeal runs from that notice, not from the meeting, so the clock has not started. The site says this plainly rather than letting people assume it is over.

- 5 **The site now answers AI assistants too.** When a resident asks ChatGPT or Claude about planning in Cliffe, there is now a plain summary on the site, written by us and dated, for those tools to find. Before this, they had only press coverage to work from.

PART TWO

Who has been reading it

VISITS

1,227

24 August to 4 September

FROM THE UK

~740

the rest is largely automated

EVERY DAY

87

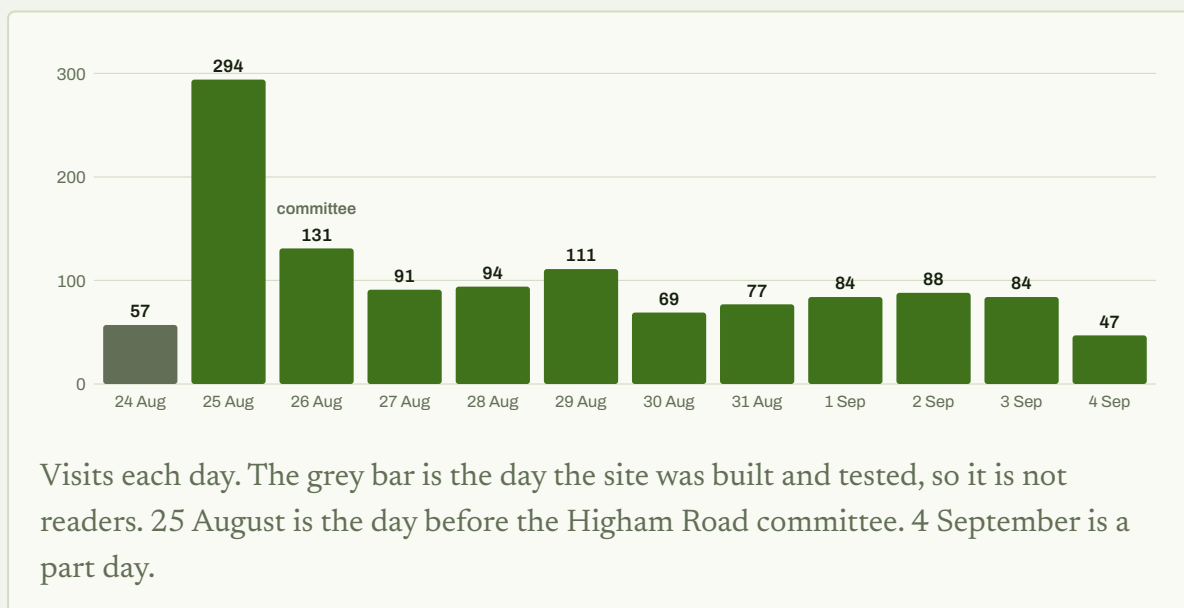
the settled rate, with nothing new posted

BUSIEST DAY

294

25 August, the day before committee

The parish had 5,370 residents at the 2011 census. Around 740 readings from the United Kingdom in eleven days is not 740 separate people, because some will have come back more than once. But it is the right order of magnitude to say that a real and useful slice of the village has now seen the register, from a standing start, with no advertising and no budget.



What the numbers actually mean

01 People read it when they can still change something

294 visits on 25 August, the day before the committee. 131 on the day itself. 91 the morning after the refusal.

The refusal was the better story and it drew a third of the audience. Attention does not follow news, it follows the chance to act. Everything the group publishes after a decision is a lap of honour. Everything it publishes before one is the campaign. That single fact should decide when we post from now on.

02 Eighty-seven people a day, with nothing new to see

From 28 August to 3 September nothing was added to the site. No new pages, no posts, no announcements. Visits over those days ran at 69, 77, 84, 88 and 84.

That is the most valuable number in this report. It means the register is not a leaflet people glanced at once. It has become the place people check, in the way you check a bus timetable. It took ten days to earn and it would take one stale month to lose.

03 Facebook is the only lever we have pulled, and we pulled it once

Facebook sent 75 visits on 25 August and 22 on 26 August. Since 28 August it has sent between nought and four a day. Google has sent six visits in total, because the site is a fortnight old and search engines take months.

So the group's thousand-member Facebook page is, for now, the entire distribution. There is no other route by which a resident who does not already know about the site will find it before the September deadlines. One post produced the only real spike in the record. We have not repeated it in nine days.

Roughly a quarter of the traffic is machines, and that is normal

Six in ten visits are from the United Kingdom and a quarter appear to come from the United States. A register of housing applications in two Kent villages does not have an American readership. Most of that is automated software scanning the internet, which every public website attracts.

It matters only for what we say out loud. When we quote numbers to members, to the parish council or to a councillor, we should quote the UK figure of around 740, not the headline of 1,227. It is still a good number and nobody can pick holes in it.

PART FOUR

What the group needs to do

Six things, in date order. The first five are Facebook posts, because on the evidence above that is the only thing that reliably brings people to the site before a deadline.

Saturday

5 SEPTEMBER

Post about the recreation ground application, MC/26/1646. Lead with what it decides: the pitches, the courts and the pavilion the village is being given in place of the rec, settled on a single drawing. Say the closing date, 24 September, and that nobody has commented yet. Put the website link on its own line at the end so the picture and title unfurl.

Sunday

6 SEPTEMBER

A short reminder post for the three reserved matters applications closing on Tuesday 8 September. Two days notice is what worked before. One line each on what they decide, and the link.

Monday

14 SEPTEMBER

Post for the contamination and remediation application, MC/26/1542, closing Wednesday 16 September. The plain point for members: this is about what is in the ground and what happens to it, and the developer's own investigation is the evidence.

Tuesday

22 SEPTEMBER

Final push on MC/26/1646 before it closes on Thursday 24 September. This is the one that decides the replacement rec, so it deserves the biggest effort of the month.

Every week

WHILE
APPLICATIONS ARE
LIVE

One post a week, even when there is no news. A deadline countdown, a fact from the file, a photograph of the field. The eighty-seven a day holds while the group is visible and will fall away quietly if it is not. This is the increase in effort the numbers are asking for, and it is perhaps thirty minutes a week.

Ongoing

ANYONE

Ask members to send the link, not just react to the post. Eight in ten visits arrive with no trace of where they came from, which is what a link shared in a WhatsApp group, a text or an email looks like. That is how this site actually spreads, and it is the one thing every member can do in ten seconds.

What to expect for the effort. On what we have seen, a well-timed post two days before a deadline is worth somewhere around seventy to eighty extra visits. Allowing for the numbers being ten per cent better or worse, call it sixty-five to ninety. Those are also the visits most likely to turn into a written comment to Medway, because they arrive while there is still something to write about.

One person should own the calendar. Five dated posts in three weeks will not happen by common consent. It needs one name against it.

PART FIVE

How we know all this

The figures come from the website's own hosting, which counts requests as they arrive at the server. There is no tracking code in the page, no cookies, no consent banner and nothing that identifies anybody. We can see that a visit happened, roughly which country it came from and whether it followed a link from Facebook. We cannot see who anyone is, and we would not want to.

The average of eighty-seven a day is the eight settled days from 27 August to 3 September, 698 visits divided by eight. The launch day of 24 August is left out of every average in this report because almost all of it was the site being built and tested rather than read.

One limitation worth knowing. The hosting keeps only thirty days of this information, so the record of these first two weeks starts to disappear from 23 September. This document is the permanent copy.

Prepared for the Cliffe & Cliffe Woods Residents Development Group, 4 September 2026. Website figures from the site's own hosting for 24 August to 4 September 2026. Parish population of 5,370 is the 2011 census figure for the civil parish. Not affiliated with Medway Council, the parish council or any developer, and nothing here is legal or planning advice.