



CoDA UK – Web team

Autumn 26



WEBSITE Q1-Q3

Visitor growth 25/26

Affected by

- use of social campaigns,
- directory listings
- Google tech change*
- & AI visibility

* not solely our efforts

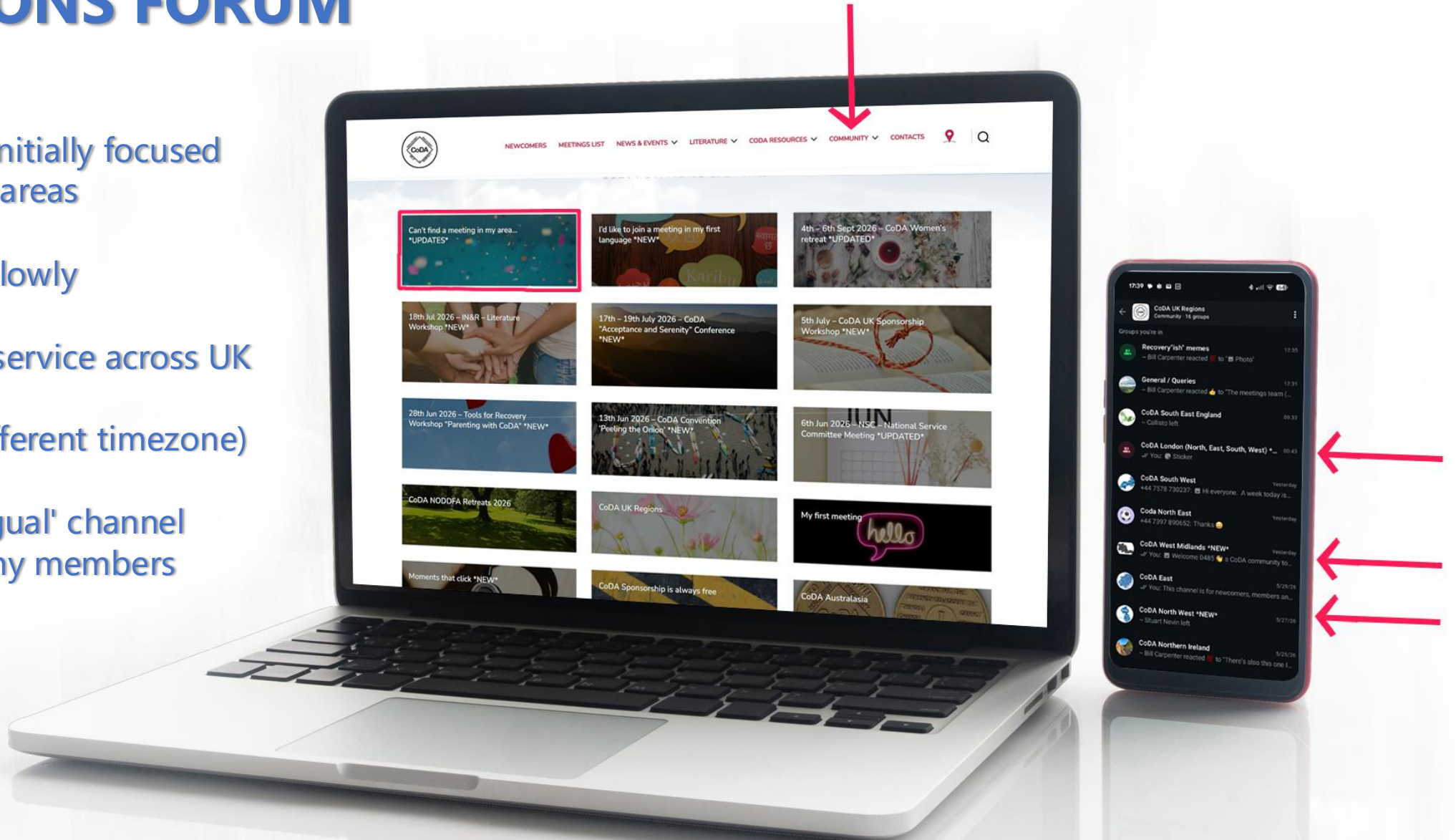
Page title	Page views		
	2024	2025	2026
Meetings list	39K	44K	116.6K
Home page	23K	25K	39.4K
New to CoDA?	5.6K	4K	6.8K
CoDA Literature (section)	4.4K	6.1K	7.3K
Meetings run 24/7**	-	-	3.2K
CoDA FAQs	682	1.4K	2.1K
Free CoDA leaflets	1.3K	3.1K	4.3K
Patterns & Characteristics	1.1K	1.2K	2.7K

** one of 3 pages mentioned in Public Info directory listings, and on social media

UK REGIONS FORUM

'300 members'

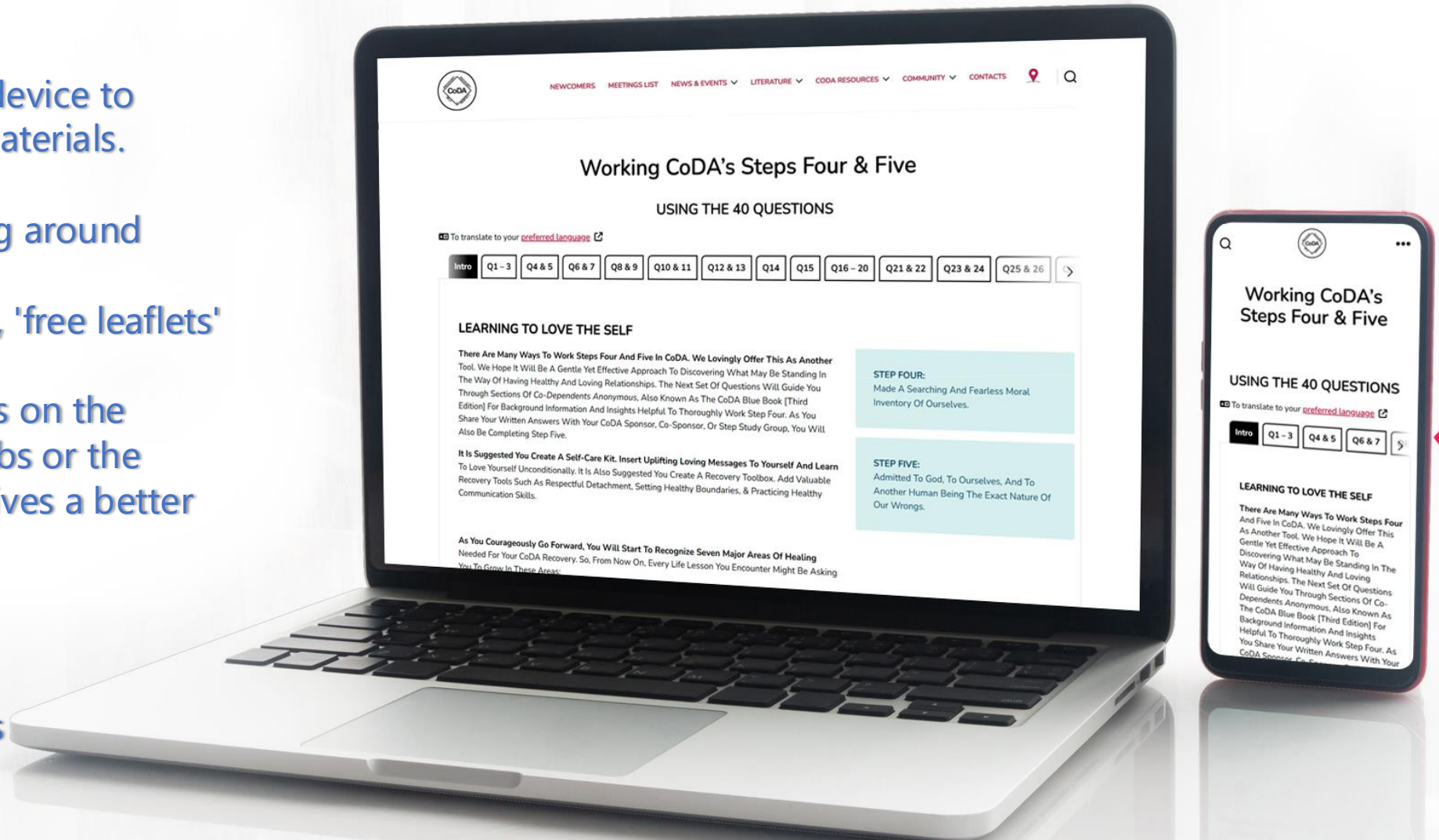
- Community initially focused on 5 specific areas
- Building up slowly
- Members in service across UK
- 2 admins (different timezone)
- Added 'bilingual' channel to support any members who have



WEBSITE WORK

Continues

- Addition of new 'tabs' device to support dense CoDA materials.
- Rationalizing messaging around CoDA owned materials
E.g. 'foundational docs', 'free leaflets'
- Reviewing whether links on the website open in new tabs or the same one, where this gives a better user experience
- Expanded analytics to monitor for issues of frustration / lost visitors



BUSINESS AS USUAL

- Reviewing user searches/and 'bookmarks' members use to access the website.
- Managing excessive / weird automated requests, and adjusting firewall accordingly. Restarting website as required.
- Adding events and resources as they are shared, found.
- Reporting issues when found with CoDA.org.
E.g.
 - Missing functionality
 - Broken functionality
 - Directing search engines to list coda.org when users search for AA, NA meetings





PUBLIC INFO

A network of members across the UK

- + **England:** 4 local teams attended recovery events despite the heatwaves (Balham, Birmingham, Clapham*, Exeter)
- + **England:** 1 future event in Oxford
- + **Scotland:** 1 local team attending an upcoming event Edinburgh*
- + **CoDA Materials sent to:** 6 meetings to distributed in community space
- + **Free Digital library assigned** - to a new meeting. Awaiting feedback from meeting contact

* Member of the Public Info network

PUBLIC INFO

Materials prepped

- + **Table runner** - prepped and used Birmingham and Essex events
- + **A3 posters** – Birmingham
Lost enroute back
- + **2m table cover** – colouring sheet prepped for Essex

* Member of the Public Info network

Aggregate totals are typically 20% lower

Town/City	Total users	% Δ
Birmingham	310	32.5% 📈
Norwich	270	47.5% 📈
Milton Keynes	267	92.1% 📈
Plymouth	255	19.2% 📈
Wolverham...	272	71.1% 📈
Swindon	201	125.8% 📈
Luton	153	80.0% 📈
Manchester	101	-1.0% 📉
Bath	108	-78.9% 📉
Newcastle u...	80	-43.7% 📉
Bristol	111	-11.2% 📉
Leeds	64	36.2% 📈
Liverpool	80	-3.6% 📉
Brighton and...	83	-30.8% 📉
Kingston up...	33	-21.4% 📉
Southampton	26	-33.3% 📉
Cambridge	45	-21.1% 📉
Coventry	30	66.7% 📈
Portsmouth	28	-24.3% 📉
Others	979	2,028.3...



ENGLAND

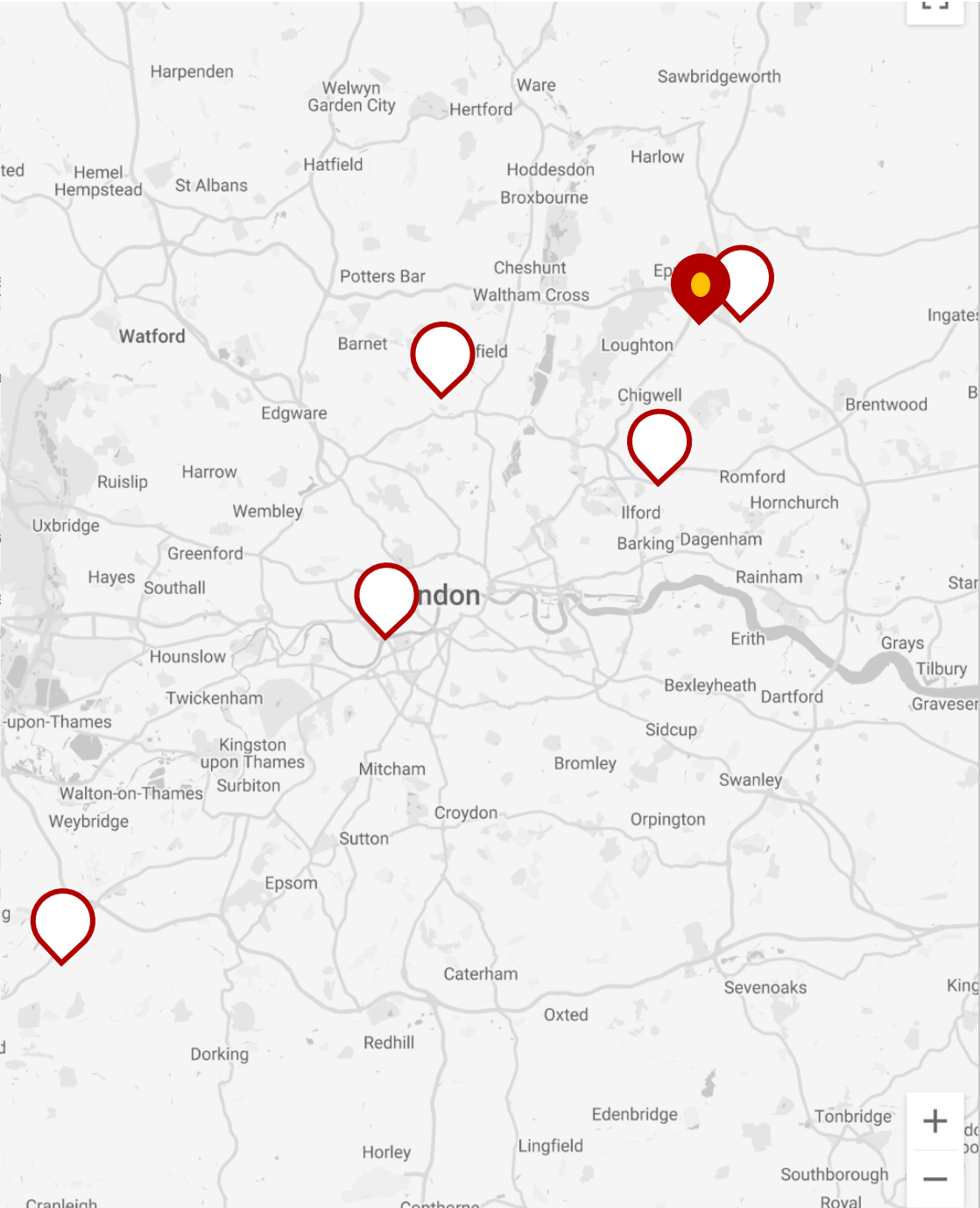
Aug 25/26

- 📍 1 local meeting hosted stall
2 local teams attended events
1 event didn't materialize
2 events to come in England
[Balham, Birmingham, Clapham*, Exeter, Oxford*, Stroud]
- 📍 CoDA Intro materials and posters sent to support members in service across the UK to engage in Trad 5 projects
[Blackpool, Edinburgh*, Guildford, Monmouth, Hampstead, Penzance, Watford]

* CoDA UK Public info member

Aggregate totals are typically 20% lower

Town/City	Total users	% Δ
London	2,357	-17.0% ↓
Hounslow	31	-27.9% ↓
Croydon	22	-29.0% ↓
Edgware	12	-36.8% ↓
Borehamwood	6	-75.0% ↓
Twickenham	15	-16.7% ↓
Ilford	18	80.0% ↑
Richmond	4	0.0%
Harrow	7	-61.1% ↓
Sutton	3	-50.0% ↓
Epsom	4	-55.6% ↓
Brentwood	7	0.0%
Hayes	3	-70.0% ↓
Sidcup	4	-20.0% ↓
Upminster	22	-
Dartford	15	50.0% ↑
Watford	6	-53.8% ↓
Orpington	1	-75.0% ↓
Cheshunt	1	-
Caterham	2	100.0% ↑
Surbiton	5	-91.7% ↓
Others	10	233.3% ↑



LONDON, GL +

Aug 25/26

- 2 local teams attended an event [Balham, Clapham*]
- CoDA Materials sent across London & Gr. London, Surrey [Essex Recovery Event, Guildford, Hampstead, Newham FE College, Watford]

* CoDA UK Public Info member

Aggregate totals are typically 20% lower

Town/City	Total users	% Δ
Edinburgh	132	6.5% 📈
Glasgow	85	30.8% 📈
Aberdeen	16	300.0% 📈
Stonehaven	21	-
Dundee	0	-100.0% 📉
Coatbridge	2	-
Livingston	4	100.0% 📈
Maybole	2	-
Cumbernauld	0	-
Alexandria	2	-
Rutherglen	2	-33.3% 📉
Motherwell	0	-100.0% 📉
Paisley	0	-
Gourock	2	-
Kirkcaldy	1	-
Bathgate	0	-100.0% 📉
Castle Douglas	2	-33.3% 📉
Elgin	1	-
Falkirk	1	-
Others	18	-



SCOTLAND

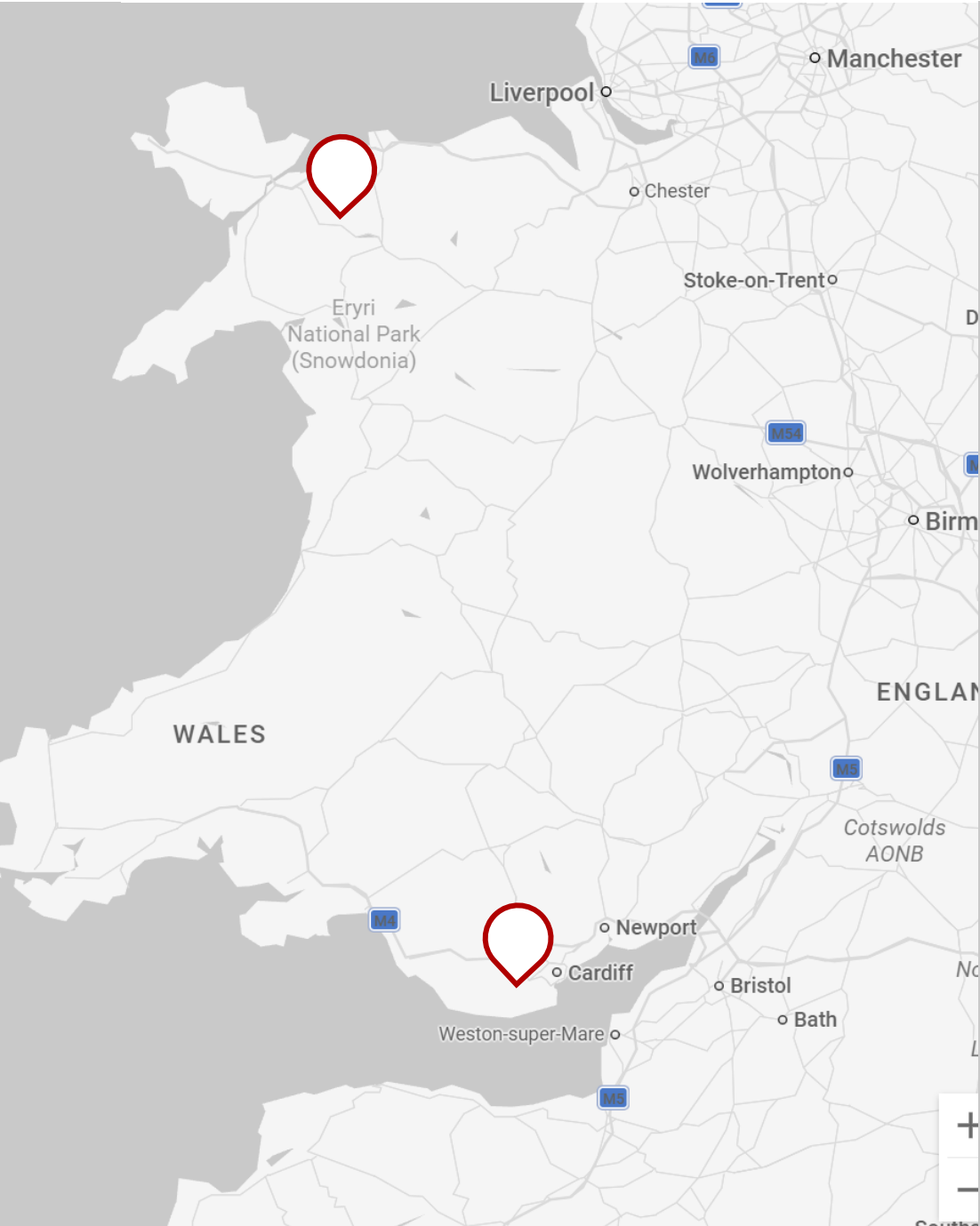
Aug 25/26

📍 Local team attending event
[Edinburgh*]

* CoDA UK Public Info member

Aggregate totals are typically 20% lower

Town/City	Total users	% Δ
Cardiff	106	53.6% 📈
Swansea	13	333.3% 📈
(not set)	10	-50.0% 📉
Pontypridd	5	-
Bangor	3	0.0% 📊
Caernarfon	2	100.0% 📈
Neath	0	-100.0% 📉
Barry	2	-
Chepstow	1	-
Glynneath	1	-
Haverfordwest	2	100.0% 📈
Prestatyn	1	-
Llandudno	1	-
Merthyr Tydfil	0	-
Port Talbot	1	-
Aberdare	0	-
Wrexham	0	-100.0% 📉
Southgate	1	-
Abergavenny	0	-
Others	9	-



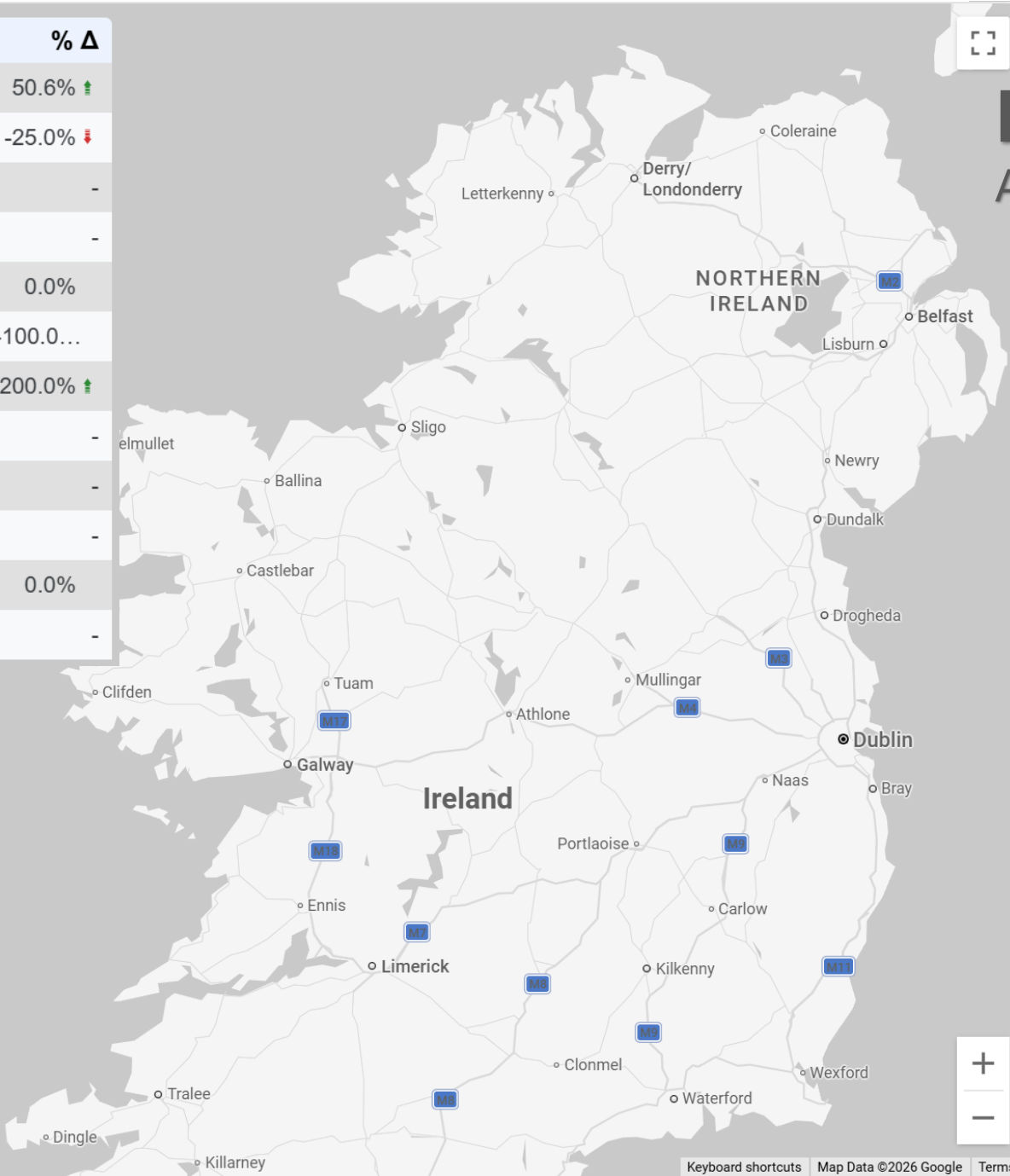
WALES

Aug 25/26

- CoDA Materials sent:
 - + 1 recovery centre
 - + 1 meeting team [Monmouth]

Aggregate totals are typically 20% lower

Town/City	Total users	% Δ
Belfast	128	50.6% 📈
(not set)	3	-25.0% 📉
Carrickfergus	0	-
Omagh	1	-
Newry	1	0.0%
Larne	0	-100.0...
Coleraine	3	200.0% 📈
Craigavon	1	-
Antrim	2	-
Ballyclare	1	-
Glengormley	1	0.0%
Armagh	1	-



N IRELAND

Aug 25/26

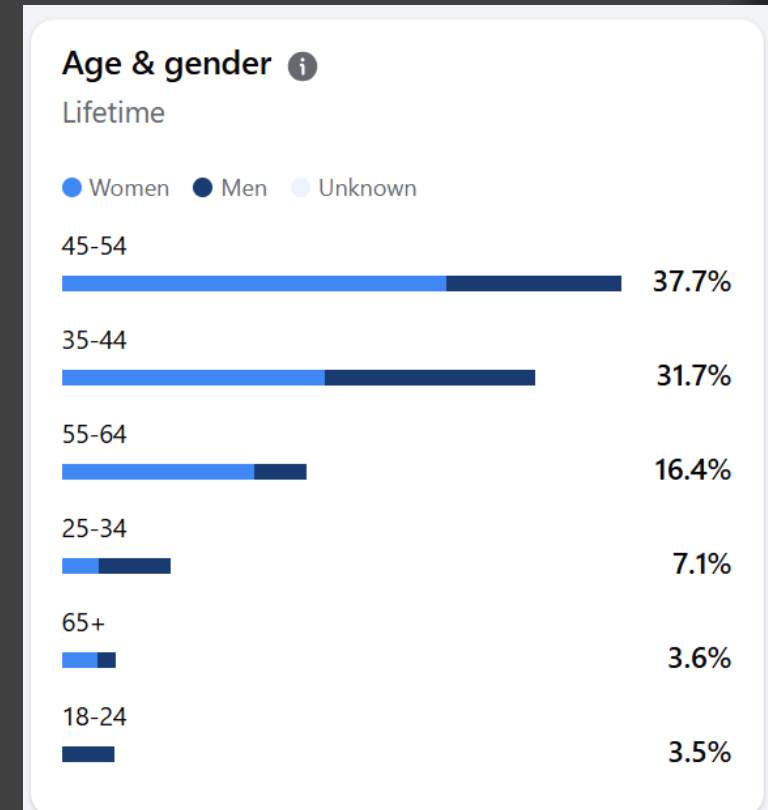
Community space created to support newcomers finding members with time in CoDA

CoDA UK PUBLIC INFO

A core focus – 'comms challenge'

- Carrying info to recovery spaces 'physically' and via social media, across the UK
- **Facebook:** periodic posts – to raise visibility of face to face meetings nearby, and clear messaging on virtual meetings running 24/7. Posts attracting highest visitation – CoDA UK Newsletters – 12K Views in the past 90 days.
- **LinkedIn:** Connected to 3.7K recovery professionals, and those teaching the next generation via the professional social network 'LinkedIn'.

Note: Data on right, relates to type of person reached by periodic Facebook outreach project run UK wide via CoDA UK public info.



Any ESH welcome?

communications@codauk.org

