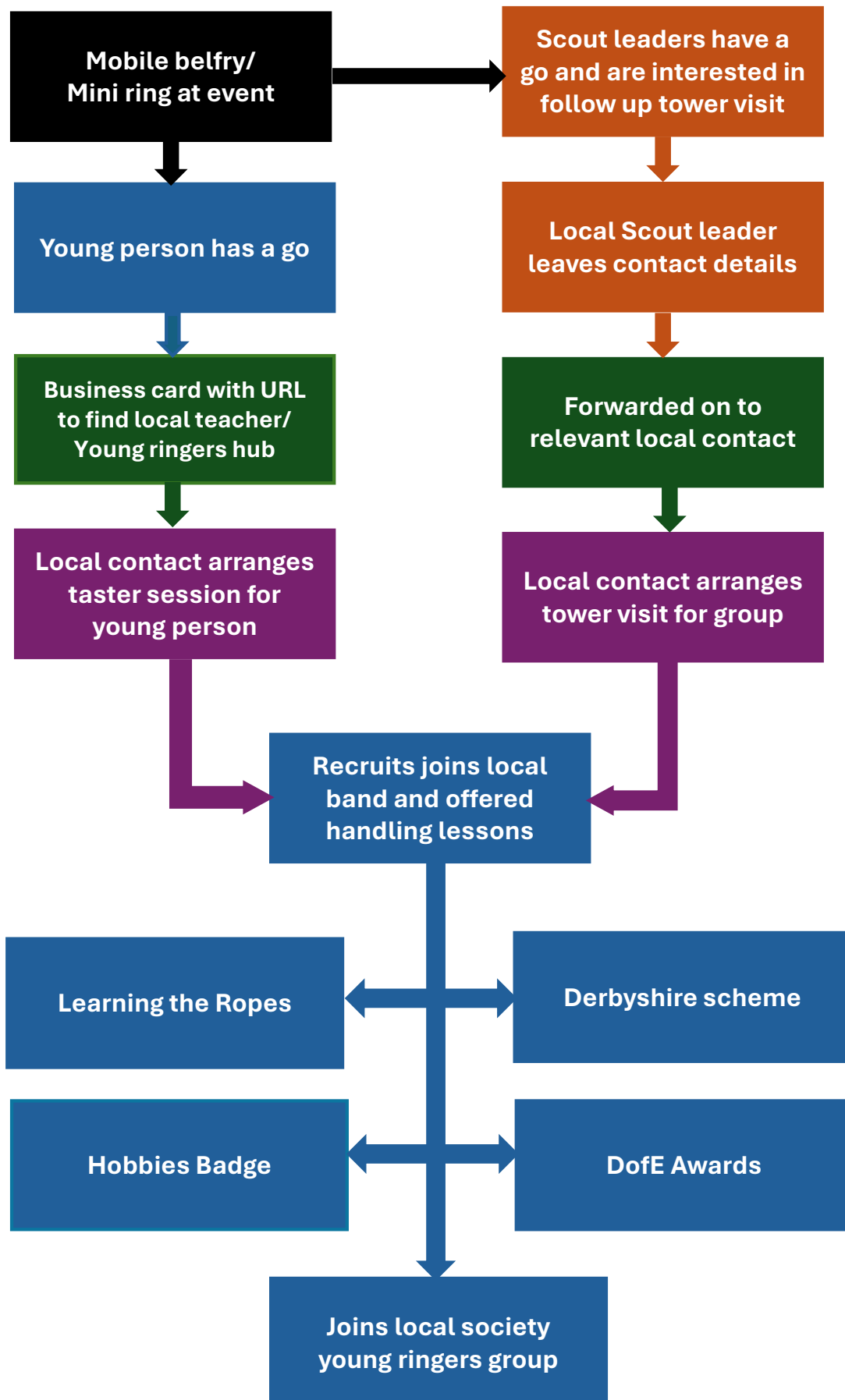


Scout events – Customer Journey



Customer Journey – Metrics

Young people having a go. Should be relatively easy for hirers to capture, even if only approximate. Essex Jamboree in 2024 estimated 150 – 200 young people per day.

Scout leaders leaving contact details: Easy to quantify exactly, from the number of sheets completed.

Young people following URL: Suspect that not many will, but worth checking. Most websites have analytics which record daily numbers of visitors, so we should see a peak immediately after the event. Also, if we use a QR code, some have trackers, so we could monitor the number of people that follow the QR code, but this is a subscription service.

Find a teacher: In addition to visits to a website, if we use ART's find a teacher link, that will enable us to track individuals and how they take things forward. However, there are GDPR issues. ART would be able to provide stats, but would not be able to forward names of individuals, unless the individuals consented. ART would need to monitor the follow up.

Tower visits: We need to know how many leads are followed up and tower visits actually take place. Someone would need to take ownership of monitoring at a national level. There are probably a number of issues that will mean that not all leads are followed up. Therefore data here would be useful to tease out the issues and then try do something to address them. Contact details could be collated at a national level and a survey undertaken say six months later to find out what actually happened.

Number of recruits taking up ringing: This will be difficult to measure, but will be an important indicator of success. Ideally this would need to be collected by sending a questionnaire to the tower captain/teacher at the local tower where the tower visit took place. They could also provide data on take-up of badges. Also need to establish how many are ringing six months/one year/two years later, so surveys could be repeated. Young ringers may also come from other sources, so it would also be useful to see what other sources there are.

Learning the Ropes: ART will have data on how many young ringers are enrolled on the scheme (from all sources). Also on young ringers going on to become teachers and teach others.

Hobbies Badge/Derbyshire scheme/Dof E: Not sure how we could capture data on numbers of young people achieving these badges. Could a piece of general ringing be recorded on bellboard, or could this be added to 'Pathways' or a new category be set up for people to use?

Local society young ringers groups: They could also be surveyed to see how many come via this route, and how many come from other sources, and how many are actually pursuing the badges.