

Earley Walks project update report, 13th January 2021

Earley walks action list status

Priority	Activity	locations	Action by:	when	Status
High	Press release	N/A	Mary-Dave/Andrew-Jo	PA date(07/12/20)	Completed
High	Facebook	N/A	Andrew L and Andrew M	PA date(07/12/20)	Completed
High	Poster on ETC notice boards	25	Dave and ETC office	PA date(07/12/20)	Completed
High	Walk refreshment sites (Poster)	15	Dave-Mary	PA date when sites open	Completed
High	Leisure centres (Facebook link)	3	Andrew L and Andrew M	After PA date when sites open	In progress
High	Schools (Poster and Email to parents)	10	Ward councillors/governors	From PA date(07/12/20) and beyond	In progress
High	Libraries (Poster)	2	Ward councillors	From PA date(07/12/20) when open	In progress
Medium	WBC and other local councils Web and news	N/A	Dave/Andrew L	PA date(07/12/20)	In progress
High	Loddon Valley Ramblers	N/A	Keith	PA date and beyond	Completed
High	Loddon walk magazine	N/A	Mary/LVRA	PA date and beyond	Completed
High	Local Community groups	N/A	Mary	PA date and beyond	Completed
Medium	Dentist (Poster)	2	Ward councillors	PA date and beyond	In progress
High	Doctors (Website)	3	Ward councillors	PA date and beyond	Completed
Medium	Chemists (Poster)	3	Ward councillors	PA date and beyond	In progress

Press coverage in Wokingham today

<https://www.wokingham.today/loddon-ramblers-help-mayor-create-new-routes-around-earley/?fbclid=IwAR2-hmICIHVLWzx3fPxbcdYuKtCBd7SlbzSXXnQMrLMsvQMTpkBOf97C1C4>

ETC website walks traffic and downloads report using Google Analytics on the 22nd Dec.

Below, views from beginning of December to 22nd December. **5,838 views from 1,353 users**. The average time spent on the pages is 1m 55s which shows very good intent and according to (the new and improved) GA4 - it tracked a **total of 941 file downloads/views** (these are the ones who most likely did the walks).

You can see from the below screenshot which walks are more popular. Walk 14 being the most popular, then walk 3, then walk 1 etc...

Note: "/walks/" is the walks homepage.

Also there were a lot of "fbclid" URLs (like line 15) in the GA report, which means Facebook click ID - this means the pages have been shared on Facebook.

The QR code has been scanned 85 times. Given this data is only covering a period of less than one month the results are very encouraging and are strong indicator that the walks are and will be taken up by our residents. (Apologies for the quality of the screen shot below)

Q /walks/



Views

Users

New users

Views per user

Average engagement time

Unique user scrolls

Event count file_downl_

Rows per page: 25

Page path and screen class

	Views	Users	New users	Views per user	Average engagement time	Unique user scrolls	Event count file_downl_
Totals	5,838 62.84% of total	1,353 57.92% of total	1,167 50.92% of total	4.315 Avg +8.5%	1m 55s Avg +9.43%	577 54.69% of total	941 71.29% of total
1 /walks/	2,470	909	635	2.717	1m 00s	167	0
2 /walks/walk-14/	284	198	3	1.434	0m 42s	57	120
3 /walks/walk-3/	276	221	1	1.249	0m 55s	72	106
4 /walks/walk-1/	253	209	4	1.211	0m 58s	73	93
5 /walks/walks-map/	209	145	12	1.441	0m 50s	38	61
6 /walks/walk-2/	191	160	29	1.194	0m 40s	42	57
7 /walks/walk-11/	176	145	6	1.214	0m 46s	42	85
8 /walks/gps/	165	117	1	1.41	0m 30s	20	0
9 /walks/walk-13/	138	107	1	1.29	0m 59s	31	56
10 /walks/walk-10/	129	107	0	1.206	0m 47s	23	46
11 /walks/walk-6/	129	103	1	1.252	0m 52s	30	45
12 /walks/walk-5/	118	99	1	1.192	0m 34s	15	49
13 /walks/walk-4/	112	96	1	1.167	0m 49s	25	55
14 /walks/walk-7/	106	87	2	1.218	0m 51s	19	46
15 /walks/rfbclid=IwARTEcGH75gZzsMlxh9JysJpISFETBNbb7mYgs2CqJK2E_9w77qYcrDiiw	96	64	60	1.5	0m 11s	16	0
16 /walks/walk-12/	88	72	0	1.222	0m 39s	19	34
17 /walks/walk-8/	77	70	0	1.1	0m 37s	16	39
18 /walks/walk-9/	77	67	0	1.149	0m 37s	12	34