

Masterplan Engagement

Roadshows and Zoom

Date	Venue	Attendees
28-Jul	Byfleet	41
02-Aug	Zoom (Capped to 15)	9
03-Aug	Sheerwater	8
08-Aug	Goldsworth Park	44
09-Aug	Westfield	46
17-Aug	Woking	35
23-Aug	Goldsworth Park with SCC	80
01-Sep	Zoom (Capped to 15)	16
16-Sep	Stakeholder Zoom	14
28-Sep	WeAct: Net-zero visioning walk	8
29-Sep	Pyrford Cricket Club	30
30-Sep	Woking Chamber Networking	30
04-Oct	Horsell Village Hall	54
12-Oct	Woking Means Business Seminar	
Sep	Retirement homes	46
Total		534

EHQ* Masterplan Themes

Theme	Downloads	Surveys Completed
Townscape Strategy	884	158
Herritage	119	67
Leisure and Culture	145	104
Flood Risk	52	34
Green Infrastructure	61	61
Housing	194	56
Sustainable Construction	93	71
Transport	124	126
Economy	108	62
General Infrastructure	150	58
Total	1,930	797
Email submissions		71
Postal submissions		4
Grand total		872

Pop-Up Shop

Date	Number
20-Aug	48
22-Aug	30
24-Aug	68
31-Aug	26
02-Sep	33
03-Sep	30
05-Sep	29
07-Sep	33
09-Sep	N/A
10-Sep	N/A
12-Sep	N/A
14-Sep	N/A
16-Sep	N/A
17-Sep	N/A
21-Sep	49
23-Sep	40
24-Sep	105
Total	491

* EHQ - Engagement HQ = Engagement hub website, including interactive

QR code data

QR code name	Scans
Masterplan generic shopping centre entrances	16
Masterplan post cards	16
Pop-up shop exterior	18
Woking News and Mail	8
Jubilee Square board	9
Borough Boards	11
Pop up shop exterior	18
Generic location pop up banners	11
Surrey Ad	1

Facebook advertising

Driving traffic to the masterplan landing page

Date	Reach	Clicks	Amount spent
Aug 2 2022 - Aug 16 2022	31,094	1,703	£200
Aug 25 2022 - Sept 8 2022	28,200	1,019	£200
Sep 28- Oct 17 2022	36,280	1,090	£259

Masterplan videos

Video	Views
Full video	4.2k
Transport	225
Economy	77
Flood risk	79
Green infrastructure	130
Heritage	66
Housing	161
Infrastructure	157
Leisure and culture	320
Sustainable construction	161
Townscape	310

E-newsletter promotion results

Edition breakdown:

Date	Theme	Link(s)	no. clicks
July 25 2022	General	General Video	420
		General Video	136
July 29 2022	General	General Video	165
		Landing page	60
August 5 2022	General	Landing page	32
		General Video	84
August 12 2022	Townscape Strategy	Townscape video	218
		Woking by 2030	137
		Townscape strategy landing page	60
August 16 2022	Pop-up shop special	General Video	80
		Shop map location	49
		Landing page	27
		Pop up shop press release	19
August 19 2022	Green infrastructure	Biodiversity video	104
		Biodiversity landing page	44
		Landing page	32
August 26 2022	Leisure and culture	Leisure and culture video	131
		Leisure and culture landing page	21
September 2 2022	Housing	Landing page	56
September 23 2022	General	Landing page	24
September 30 2022	Sustainable construction	Sustainable construction video	51
		Sustainable construction landing page	20
		Landing page	8
October 7 2022	General	General Video	42
		Landing page	16
October 14 2022	General	General Video	41
		Landing page	35

Overall results

Link	Total clicks
Landing page (general)	290
General video	965