

# Girlguiding Surrey East Growth

*Update April 2020*



# Current Data / Statistics

# Girls Statistics

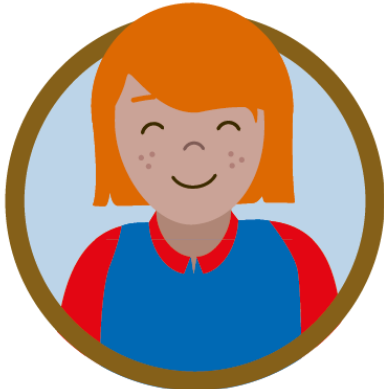


Total Girl Numbers:

2018 – 3601

2019 – 3584

2020 – 3347



# Girls Statistics

Average time in Girlguiding for  
young members

2.46 years

Total girl numbers by section:



806



1686



875



54

# Unit Statistics

Total Unit numbers by section:

Rainbows 62



90 Brownies

Guides 54



10 Guides



# Volunteer Statistics

2018

Members 156

Recognised  
Volunteers 345

2019

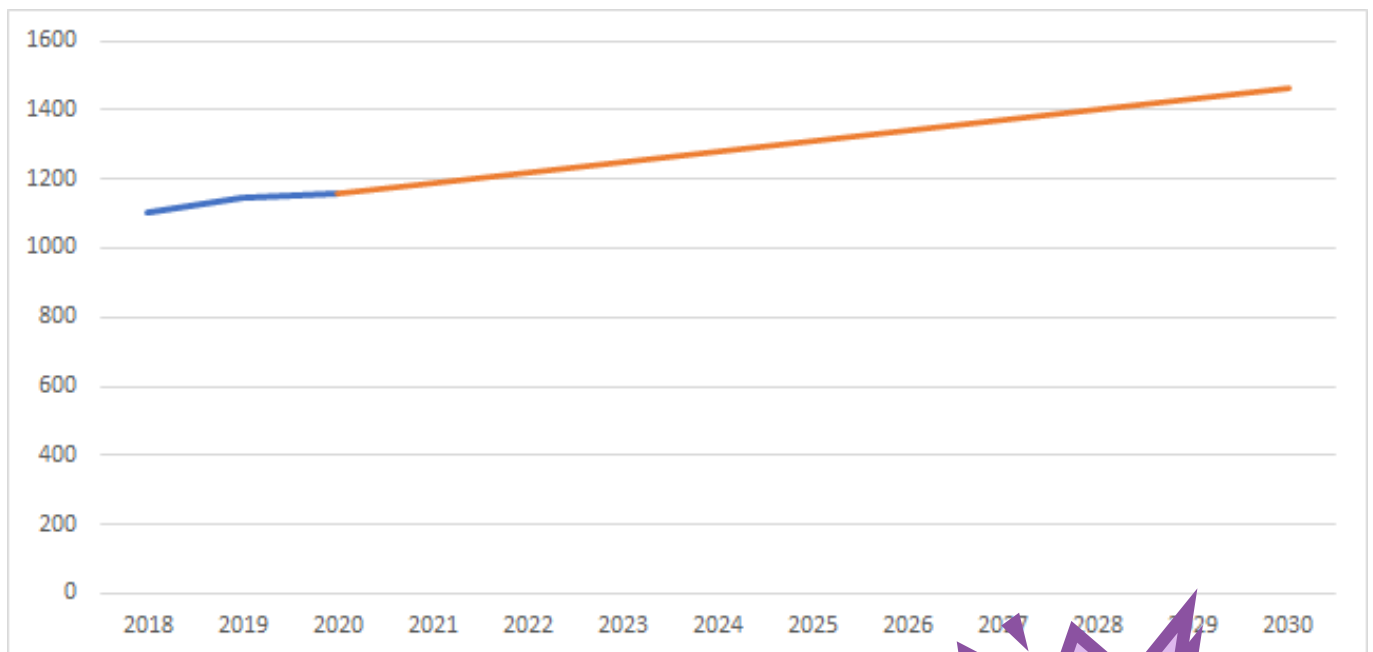
Members 158

Recognised  
Volunteers 390

2020

Members 166

Recognised  
Volunteers 392



Volunteer  
Forecast  
2020 onwards

# Section Transitions

Rainbows  Brownies



57%



moved up to  
Brownies 2019-2020

Brownies  Guides



27%



moved up to Guides  
2019-2020

# Section Transitions

Guides 

Rangers



5%



moved up to  
Rangers 2019-2020

Overall

30%

of girls (eligible  
age) moved on to  
the next section  
between 2019 and  
2020



# Recruitment

4

adverts placed in magazines/  
online websites

*Surrey Hills Publishing Magazine, RH Uncovered,  
Epsom, Ewell and Banstead Connection Magazine  
and Surrey County Council Employee Intranet*

## Online & Other Platforms

*(+ those which turned to enquiries)*

 indeed®

5x Applications  
1x Enquiry

**Do-it** *for you*

5x Applications  
1x Enquiry

 Voluntary  
Action  
Reigate & Banstead

7x Referrals  
2x Enquiries



## Social Media

11

Volunteer enquiries who stated they found out about Girlguiding through social media

### Facebook

Girlguiding Croydon's open Facebook page statistics:

645

Total page followers

Total page likes

602



# 3,159

Highest number of people who viewed a post in one day

*This was the 4th January 2020*

## Reach

The number of people who see your content without paid distribution.

## Posts with the highest reach


4.9k

**Girlguiding Surrey East**  
Published by Charity Nicholls [?] · 29 November 2019 ·

A Huge Thank You to Gatwick Airport Ltd and Partners

Salford's Guide Hall is like a brand new hall thanks to Gatwick Airport Limited (GAL)'s 'Big Build' project.

Salford's Guide Hall, first built in 1953, has given thousands of girls and young women the chance to get involved in their community, grow in confidence, develop skills and enjoy all that guiding has to offer. As time has passed and with much use, the hall needed refurbishment. On the recommendation of Voluntary Act... [See more](#)




4,880  
People reached

947  
Engagements


Boost Post

**Girlguiding Surrey East**  
Published by Becky Webb Girlguiding [?] · 6 January ·

What experiences have you all had as a Girlguiding volunteer?  
Want to be able to experience these too?  
Sign up to volunteer today at <https://www.girlguiding.org.uk/get-involved/>



"It's an opportunity that is life changing"  
Being a volunteer with Girlguiding means you can have many amazing experiences!  
Want to experience it too?  
Sign up today.



5,495  
People reached

120  
Engagements

Boost Post

5.5k

# Engagement

When people perform actions on your page:  
Like a post, Click on a link or comment on an image.

## Posts with the highest engagement



501 engagements



372 engagements

## Best times to post on Facebook (based on Girlguiding Croydon's page audience views)

Monday - 12pm

Tuesday - 11am

Wednesday - 2pm

Thursday - 11am

Friday - 12pm

Saturday - 1pm

Sunday - 1pm

# Grants for Growth

There are many available grants through Girlguiding that can support growth and the start up of new units:

## Grants to Grow:

Only available at certain times.

Awarding £50 vouchers to units in areas of deprivation - Grant to be spent on activities/resources that supports Growth and encourages welcoming new girls into the unit.

## Starting a New Unit Grant

Units can receive up to £500 which can go towards start up costs. All new units (and those re-opening after being inactive for 1 year) are eligible.

## Trefoil Guild New Unit Grant

A £40 grant (maximum) can be awarded - Helps new units starting out by funding a Girlguiding starter pack.

## UK Units in Need Grant

A grant of upto £250 for units that are based in deprived areas, experiencing financial difficulties or who have been affected by a natural disaster.

## Accessible Guiding Grant

A grant to help support young members with additional needs access all areas of the Girlguiding programme