**Really Useful Day**

**Model User Journey**

**Apply for permission to film and photograph**

**LGSL / IL = 1048/0**

Really Useful Days are **free, practical training days for local authorities**, aimed at helping councils improve their digital services.

They involve a mixture of workshops, inspiring talks (often from other councils who talk about their experiences) and the chance for councils to network with each other

They are run regularly across the UK (see a list of future events at [www.localdirect.gov.uk/events/calendar/](http://www.localdirect.gov.uk/events/calendar/)) on different themes, including “Social Media for councils” and “Improving user journeys”.

At the “Improving user journeys” event, local authorities work together in groups, looking at different user journeys. They critique 3 examples of the journey and come up with their own ‘model’ version.

**This is a collection of all the praise, criticism and model journeys**

**groups have come up with for the user journey: “Apply for permission to film and photograph”.**

**Council pages looked at =**

Camden, Manchester, St Albans

**Apply for permission to film and photograph**

This model journey was worked on in **London on 2 March 2012**

**The Good – what local authority sites should be trying to include**

* Simple process
* Information about organising events
* Tells people if permission is actually required
* Tells people if it’s chargeable
* Lets people apply online / early clear links to application
* Allows searches based on types of locations (park, urban, etc)

**A mock-up of a good customer journey:**

In what capacity will you be filming / photographing?

Professional / business

Private

Online form

Search box and map

**Map**

* Locate where to film
* Descriptive as well as physical known locations
* Others able to upload

No further action

**Links**

Info about permissions, consent, copyright.