# Glasgow City
# Integration Joint Board
# Public Engagement Committee

**Item No: 8**

Meeting Date:          Wednesday 29th November 2017

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| **Report By:** | **Allison Eccles, Head of Business Development** |
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| **PARTNERSHIP PUBLIC WEBSITE STATISTICS** |

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| **Purpose of Report:** | The purpose of this report is to provide an update on usage statistics for Glasgow City Health and Social Care Partnership's (GCHSCP) website since its launch in June 2017. |

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| **Background/Engagement:** | The IJB Public Engagement Committee approved the launch of the Partnership's public facing website at its meeting on 28 June 2017. Feedback from a range of stakeholders informed its layout, content and accessibility prior to launch. Since then the Partnership has been monitoring usage statistics. |

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| **Recommendations:** | The IJB Public Engagement Committee is asked to:<br><br>a) note the contents of this report. |

**Relevance to Integration Joint Board Strategic Plan:**

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| Communications assists the Integration Joint Board to engage with its stakeholders in the planning and delivery of health and social care services, supporting it to improve outcomes and achieve its vision for health and social care services in Glasgow as envisaged in the Strategic Plan. |

**Implications for Health and Social Care Partnership:**

| Reference to National Health & Wellbeing Outcome: | Outcome 4. Health and social care services are centred on helping to maintain or improve the quality of life of people who use those services.<br><br>Outcome 8. People who work in health and social care services feel engaged with the work they do and are supported to continuously improve the information, support, care and treatment they provide. |
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| Personnel: | None |
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| Carers: | None |
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| Provider Organisations: | None |
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| Equalities: | The website has been designed to be consistent with Government WAI (AA) and W3C accessibility for colour contrast and colour blindness accessibility, and it is further compliant with the Scottish Government's guidelines for Accessible Communications Formats. The website also includes the capacity for users to translate content into the language of their choice via the Google Translate function. Since launch, the area of the website that refers to equalities has been further been developed to include an areas where future Equality Impact Assessments (EQIAs) for policy/service changes or developments can be published and publicly accessed. |
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| Financial: | None |
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| Legal: | None |
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| Economic Impact: | None |
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| Sustainability: | None |
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| Sustainable Procurement and Article 19: | None |
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| Risk Implications: | None |
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| Implications for Glasgow City Council: | None |
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| Implications for NHS Greater Glasgow & Clyde: | None |
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## 1.    Purpose

1.1     The purpose of this report is to provide an update on usage statistics for Glasgow City Health and Social Care Partnership's (GCHSCP) website since its launch in June 2017.

## 2.    Background

2.1.    The IJB Public Engagement Committee approved the launch of the public facing website for the Partnership on 28 June 2017. Since then, the Partnership has been monitoring usage statistics and committed to providing an update to this Committee as requested at its last meeting on 27 September 2017.

2.2     The purpose of the website is to create on online presence for the Partnership and Glasgow City Integration Joint Board (IJB) in line with its Communications Strategy, supporting the Partnership and IJB to:

- articulate and achieve a shared and consistent culture
- increase recognition/retention, visibility and credibility with patients, service users, carers, the public, staff, partner organisations, contractors/service providers and other relevant stakeholders
- increase awareness and understanding of the Partnership and IJB (and its committees), their work and Health and Social Care Integration
- demonstrate a commitment to partnership/collaborative working and
- signposting stakeholders to services and information updates on the Partnership and IJB.

2.3     The website went live in late June. Awareness raising activity at the time, and since launch, has been through regular email communications to internal and external stakeholders on the Partnership's distribution list, messages on the GCHSCP's Twitter profile and through newsletter articles including the Partnership's newsletter.

## 3.    Website Activity

3.1    Activity on the website is monitored through analysis of a monthly statistical report provided by Google. The following table represents the key statistics used to measure the reach of and activity on the website.  Statistics are provide since launch, up to and including October 2017.

|  | Jul | Aug | Sep | Oct |
|---|---|---|---|---|
| Sessions | 2637 | 2277 | 2152 | 2587 |
| Users | 2010 | 1673 | 1562 | 1827 |
| Pageviews | 11023 | 8584 | 8586 | 10586 |
| Pages/session | 4.18 | 3.77 | 3.99 | 4.09 |
| Av session duration | 00:03:40 | 00:03:08 | 00:04:05 | 00:03:52 |
| Bounce rate | 35.87% | 32.76% | 28.62% | 31.74 |
| % new sessions | 76.20% | 63.70% | 62.40% | 59.90% |
| % returning | 23.80% | 36.30% | 37.60% | 40.10% |

3.2    The number of times someone lands on the site to look for information is known as the number of **sessions**.  This number has ranged between 2,152 (September) and 2,637 (July) per month for the period. A degree of drop-off was expected following the initial launch but the increase in October, following some changes to the site, show that a degree of variance should be expected.

3.3    The number of **users** visiting the site (who can commence multiple sessions) has ranged between 1,562 (September) to 2,010 (July). This is broadly in line with expectations and reflects the importance of continuing to develop the content of the site to keep people coming back.

3.4    The number of **page views,** although initially declining from the launch month, remains reasonably consistent and increased again in October. This is encouraging as it suggests people are enjoying their experience of the website and are exploring the information on it. This is further evidenced by the fact that **pages viewed per session** has increased since August. Improvement of the content and structure of the site over time should assist in continuing this pattern.

3.5    The **average duration** for each session has increased since launch, again suggesting that people see value in remaining on the site. The **bounce rate** recorded (which is a measure of how many people leave the site immediately from the first page they land on) is reducing, and it again indicates that people are finding what they need and being encouraged to spend time on the site.

3.6    The bounce rate is higher for mobile users (around 40%) than for desktop (around 26% in September). This will continue to be reviewed to establish if the mobile interface is less appealing for end users.

3.7    In each of the months for which figures are available the **proportion of sessions** by people who are new to the site is higher than for those who have been on it before, although the figures for returning is rising. We hope to see this trend continue as an indicator that people see value in the site to return.

**4.**      **Coverage**

4.1     The statistical reports give an indication of where users are accessing the site from. As expected, the vast majority of people accessing the site are from locations (measured by their IP address) in Glasgow. However, the website has had people accessing it in a variety of British and international towns and cities.

**5.**      **Events**

5.1     **Events** are the tasks that end users complete on the website. The four events that are measured include:

- downloads (where someone downloads a document from the website)
- outbound links (where someone clicks on a link to an external website)
- mail (where someone clicks on an email address on the website) and
- ShareThis (where someone shares a page with another person by emailing the page url to them or shares the page via social media).

5.2     The table below shows that the most popular events completed by far are downloads, representing more than 75% of activity in months where figures are available. It is encouraging to see that downloads are rising over time, which again is an indication that the content is proving useful to end users.

|  | Number | % of total | Number | % of total | Number | % of total | Number | % of total |
|---|---|---|---|---|---|---|---|---|
|  | **Jul** | | **Aug** | | **Sep** | | **Oct** | |
| Downloads | N/A | N/A | 1391 | 77.15% | 2262 | 82.77% | 1996 | 79.02% |
| Outbound links | N/A | N/A | 369 | 20.47% | 418 | 15.29 | 505 | 19.99% |
| Mail | N/A | N/A | 42 | 2.33% | 50 | 1.83% | 23 | 0.91% |
| ShareThis | N/A | N/A | 1 | 0.06% | 3 | 0.11% | 2 | 0.08% |

5.3     To date, the ten most popular documents being downloaded are:

| Document Name | Total |
|---|---|
| 1. Annual Performance Report | 350 |
| 2. GCHSCP Management Team Diagram | 232 |
| 3. GCHSCP Newsletter September 2017 | 164 |
| 4. Draft Palliative and End of Life Care Plan | 146 |
| 5. GCHSCP Strategic Plan – Approved by IJB 21/03/16 | 120 |
| 6. IJB Membership | 116 |
| 7. North West Locality Engagement Forum Minutes 6 July 2017 | 111 |
| 8. Glasgow City IJB Agenda 20/09/17 | 100 |
| 9. GCHSCP Executive and Management Team Diagram - updated | 96 |
| 10. Review of Minor Injuries Services in West Glasgow Report | 94 |

5.4     To date, the ten most popular pages being viewed are:

| Page Title | Page Views | % Page Views |
|---|---|---|
| 1. Home Page | 6,540 | 17.79% |
| 2. Find a Service | 2,178 | 5.93% |
| 3. News & Events | 1,678 | 4.56% |
| 4. Publications & Meetings | 1,664 | 4.53% |
| 5. About Us | 1,609 | 4.38% |
| 6. Glasgow City Integration Joint Board Papers | 1,569 | 4.27% |
| 7. 20 September 2017 (IJB papers) | 984 | 2.68% |
| 8. Community Health Service | 875 | 2.38% |
| 9. Review of Minor Injuries Services for West Glasgow | 855 | 2.33% |
| 10. Glasgow City Health and Social Care Partnership | 791 | 2.15% |

## 6.     Next steps

6.1     The GCHSCP will continue to monitor usage statistics to establish areas where the site can be improved, either in terms of how it looks and functions or in terms of quality and diversity of content.

6.2     Since the website's launch, areas in relation to Equalities and Performance have been developed to improve the content and subsequent end user experience, and a selection of consultations have been completed through the relevant area of the website. The Partnership will continue to build on the website's existing structure and encourage stakeholders to visit the site and make use of its functionality.

6.3     The Partnership will continue to solicit feedback on the website to consider any development opportunities arising since the website's launch. It will also continue to publicise the website through regular communications channels and material.

## 7.     Recommendations

7.1     The IJB Public Engagement Committee is asked to:

a)  note the contents of this report.