

April 14 – March 15

April 15 – March 16

April 16 – March 17 & Beyond



**Drivers:**

- Children and Families Act 2014 (SEND Reforms)
- The Care Act 2014
- All previous directories, and sources of information were brought together to create one online information access point - The Bury Directory
- Hosted Externally by Open Objects and available 24/7



**Drivers:**

- Children and Families Act 2014 (SEND Reforms)
  - The Care Act 2014
- +
- Community Assets
  - Prevention and Self Care Agenda

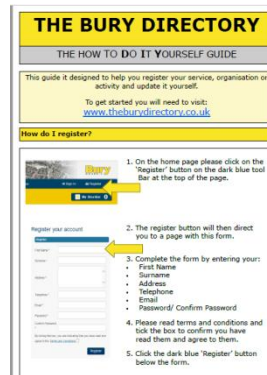
**Drivers**

- Neighbourhood Working  
The scope of The Bury Directory has expanded beyond statutory requirements to aid Neighbourhood Working.
- 'The ethos of Neighbourhood Working is to get involved, make a difference and work together for a better Bury. It aims to help individuals, families and communities help themselves in all aspects of their life. If people need specialist help, advice and support, services will work together at a neighbourhood level, with the help of the local community and its assets to address those needs as quickly as possible whilst also promoting self-help.'*



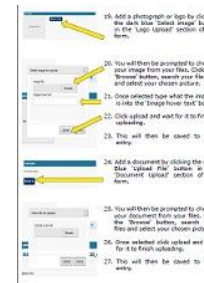
## April 14 – March 15

- 'How To' & 'DIY' Guides Produced



## April 15 – March 16

- Public Launch April 2015
- Updated 'How To' & 'DIY' Guides following the Responsive Upgrade



- Produced branded promotional material



- Attended events within the Community
- Purchased equipment to train staff and partners and engage and promote to the community.



## April 16 – March 17 & Beyond

- Marketing plan developed to include social media presence (2016)
- Starting a Focus Group to generate feedback and create community champions (2017)
- Creation and launch of "How To" Video and promotional video to advertise the directory in Oct 2016



- Embed the 'Search Widget' on as many websites as possible to enable people to search The Bury Directory without having to go to the site directly. This will further support the Neighbourhood Working Model. (2017)



- Continuing to attend events within the Community to spread the word of The Bury Directory
- Train Team Bury Partners and Hub Staff



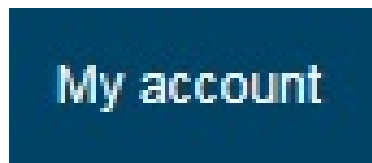
## April 14 – March 15

### Account and Pages

- Services & Organisations create and update their own pages for free

### Services can:

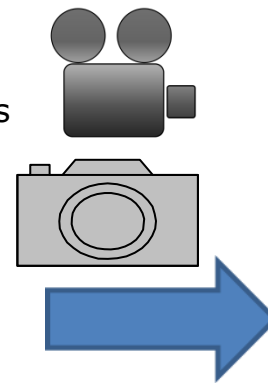
- Upload Logos
- Upload Videos
- Upload Documents
- Edit Content
- Add Documents



## April 15 – March 16

### Account and Pages

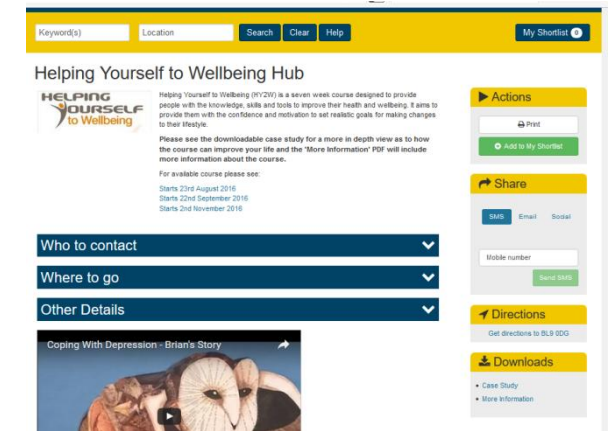
- Purchased equipment to support Community groups to add logos, videos and documents to their pages.



## April 16 – March 17 & Beyond

### Account and Pages

- Amended service pages to include 'accordion' style drop down function.



- No need for small Community Groups to have their own webpage.
- Function to create 'Friendly URL's' for publication e.g. [www.theburydirectory.co.uk/hy2w](http://www.theburydirectory.co.uk/hy2w)



## April 14 – March 15

## April 15 – March 16

## April 16 – March 17 & Beyond

### Search for Entries or information & Advice Via:

- Keyword
- Postcode
- Category
- Map

Keyword(s)  Location



Same as  
2014/15



### NHS Choices Widget (Local Dentist, GPs and Pharmacies)

Search for health services

GP **NHS choices**

Dentist Find and choose services

Pharmacy

About

### Search for Services & Information & Advice Via:

- **Quality of Life Wheel** – A self-help tool as part of Neighbourhood Working that will signpost people to advice, support and learning opportunities in their local area through providing bespoke wellbeing plans (2016)



INTEGRATE



- Harvest data from NHS Choices Information and Advice pages (2016)
- Full integration of The Bury Directory and NHS Choices (2017) - All services provided by NHS Providers (e.g. Weight Management Clinics at Pharmacies) will sit on TBD, removing the necessity for NHS Choices Widget.



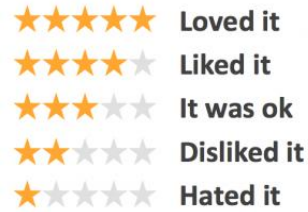
- **Social Prescribing (2017)** – Creating a separate 'health channel' where patients can access 'social prescriptions' populated with information and advice, or local organisations or services for common problems such as sleep, smoking, eating etc.



## April 14 – March 15

### Rating and Feedback

- 'Rate it' function available for each entry



## April 15 – March 16

### Rating and Feedback

- Now need to create an account to verify identity before Rating.



## April 16 – March 17 & Beyond

### Rating and Feedback

- Create an feedback pop up for content of TBD (2017)



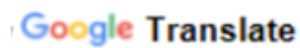
### Journey Planner linked with Google Maps Plan your journey via:

- Car
- Walking
- Cycling
- Public Transport



### Accessibility:

- Disability Friendly
- Google Translate – Translate The Bury Directory into over 50 languages



### Accessibility:

- Improved – AAA+ Compliant. Works with screen readers, change contrast of screen and change text size.
- Enabled people to get into contact with staff if they need some additional help adding information via Email (inbox) or Phone (Voicemail)



### Accessability:

- Meets Accessible Information Standard (2016)



## April 14 – March 15

### Technology

- Mobile Device Friendly



## April 15 – March 16

### Technology

- Website was optimised for mobile and tablet usage. This removed the necessity to have an 'App' for The Bury Directory.



**RESPONSIVE UPGRADE**

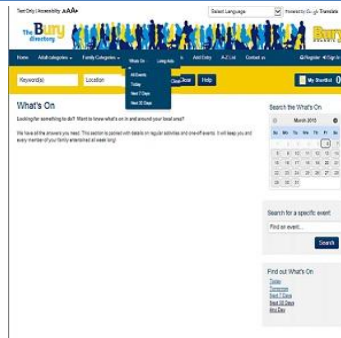
## April 16 – March 17 & Beyond

### Technology

**Same as 2015/16**

### 'What's On' Guide:

- 'What's On' section included in TBD to highlight activities and events happening in the community. Calendar was used to find out what events were happening day to day.



### 'What's On' Guide:

- 'What's On' Guide now has a featured page to highlight certain events and activities.
- The home page of the website now includes a continual rolling banner to share messages and bring certain activities and events to the attention of the public.



**RESPONSIVE UPGRADE**



### 'What's On' Guide:

- You can now search for events and categories on the What's On Guide via categories such as 'sports', 'hobbies' and 'parent and toddler groups'. (2016) ✓



### Share Information from TBD via:

- Email
- Text
- Print Out



### Share Information from TBD via:

- As well as the previous methods, you can now share information via social Media (Facebook, Twitter etc)
- Friendly URLs make finding certain pages easier to find for professionals e.g. [www.theburydirectory.co.uk/mentalhealth](http://www.theburydirectory.co.uk/mentalhealth)

**RESPONSIVE UPGRADE**



### Share Information from TBD via:

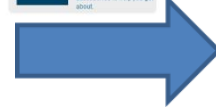
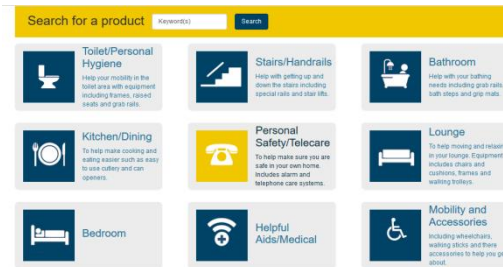
**Same as 2015/16**



## April 14 – March 15

### Living Aids Showroom:

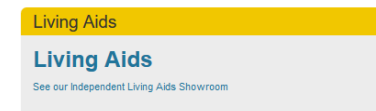
- Added the Living Aids Showroom to TBD demonstrating equipment that will support people to remain independent in their own homes (Feb 2015).
- The feeds to the Living Aids Showroom are automatic and are therefore continually updated.



## April 15 – March 16

### Living Aids Showroom:

- Increased the content of equipment through adding new suppliers. There are now 5412 pieces of equipment to browse through.
- Added a button direct to the online showroom to the home page to make it easier to find.



## April 16 – March 17 & Beyond

### Living Aids Showroom:



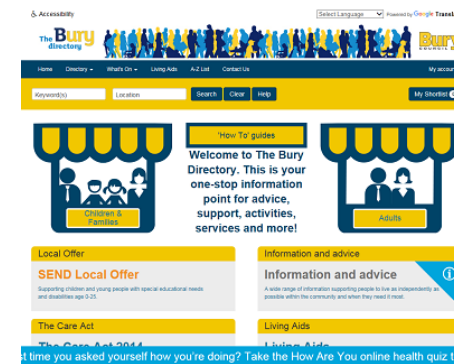
### Look and Feel:

The original home page included basic features and older branding:



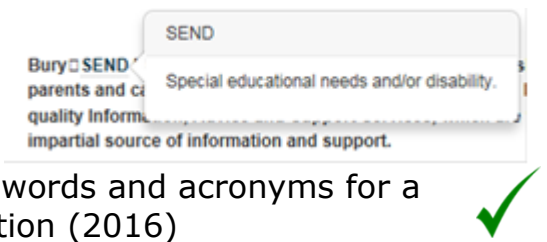
### Improved Look and Feel:

- New look home page with branding specific to The Bury Directory (logo and inclusion of 'people banner')
- Added the 'scrolling banner' along the bottom of the home page.
- Added new buttons to the home page to make areas of The Bury Directory easier to access



### Improve Look and Feel:

- Went live with the Glossary App. Enables customers to hover over key words and acronyms for a further explanation (2016)
- Removing the NHS Widget from the home page following the full integration of NHS Choices in the website (2017)
- Removal of the Care Act Button from the home page as the Care Act is now fully integrated into the directory. (2016)
- Adding a 'how to' video section to the home page (2016)



## April 14 – March 15

### Joint Strategic Needs Assessment (JSNA):

- No interactive digital version of the JSNA, the JSNA was a paper version that could be downloaded to read.
- There was no data intelligence on TBD about the JSNA and therefore was difficult to share easily with health professionals across the borough.



## April 15 – March 16

### JSNA:

- Creation of the JSNA website hosted by open objects with consistent branding of TBD.
- JSNA website went live!



## April 16 – March 17 & Beyond

### JSNA:



- Fully integrating the JSNA website with TBD
- When searching on the JSNA website under specific themes or topics, you will also be able to view relevant TBD entries that may offer help, support, advice or services relating to that theme.
- The map function on TBD will change to reflect the same map function on the JSNA website – giving an overview of statistics and data on for each township



(2016)





## April 14 – March 15

### What's On It?

- **CQC:** All CQC reports available on TBD for any establishment listed that is inspected. This is a 'data harvest' and an automatic feed for updates
- **FSA:** An automatic harvest for all eating establishments within the borough was set up. This was a 'data harvest' and included and auto feed for updates
- **Local Offer** Logo created for all records that met the requirements



## April 15 – March 16

### What's On It?

- **CQC:** Harvest continued
- **FSA:** Harvest was streamlined to only include services listed and relevant to the directory
- **Local Offer:** Integrated further into the directory with a new and improved SEND section. The logo was removed
- **Dementia Action Alliance (DAA):** Added member profiles and dementia friendly places identified by logo.



## April 16 – March 17 & Beyond

### What's On it?

- **CQC:** Harvest continued
- **FSA:** Streamlined Harvest continued
- **Local Offer:** Local Offer and SEND section continued
- **DAA:** Dementia friendly places and members continued
- Added integrated NHS Choices Self Care Apps for people to assess their own health and help them to make the right choices to improve upon it. (2016)
- Adding Breastfeeding Friendly kitemark to breastfeeding friendly entries (2017)
- Adding Autism Friendly kitemark to autism friendly entries (2016)
- Adding the 'Golden Apple' accreditation logo for promoting health food practices to relevant childcare entries and establishments(2016)



## April 14 – March 15

### Formal Governance Principles:

- No formal Governance agreed, but basic principles applied



## April 15 – March 16

### Formal Governance Principles:

- Formal Governance Principles and Framework agreed and applied.

Entries must support either:

*The Health & Wellbeing Agenda*  
*The Care Act 2014*  
*The Children and Families Act 2014*  
*The Corporate Debt Strategy*

- The Governance Framework and Principles are available to view in the appendix of this report



## April 16 – March 17 & Beyond

### Formal Governance Principles:

- The Governance was improved to reflect the lawn and the store analogy:



Bury Council Website

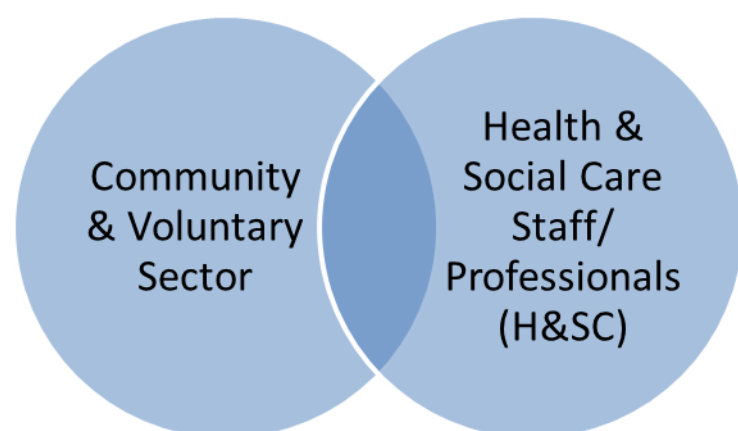
The Bury Directory

- Bury Council Website will hold information about services that are in 'the store', such as statutory services
- The Bury Directory will hold information on groups, activities and services available in the community that fertilise the lawn and enable people to stay out of the store
- There will be some cross over in-between



## April 14 – March 15

Who is The Bury Directory aimed at?



- Initially TBD was marketed at the Community & Voluntary sector to enable them to update their information. Health and Social Care staff used The Bury Directory as a signposting tool.

## April 15 – March 16

Who is The Bury Directory aimed at?



- The general public then began to access TBD following the public launch in April 2015

## April 16 – March 17 & Beyond

Who is The Bury Directory aimed at?

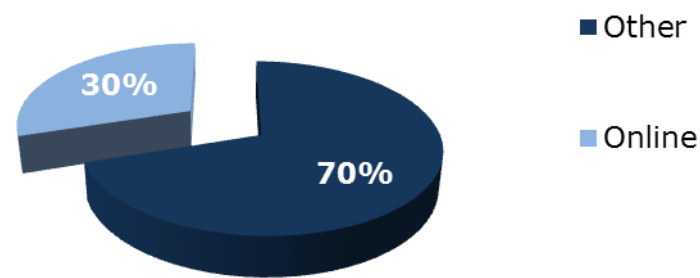


- As a key enabler in Neighbourhood working, The Bury Directory will link together the General Public, Community & Voluntary Sector, Health & Social Care Professionals and Team Bury Partners.
- Together this will encourage more people to use The Bury Directory to help themselves, particularly with the use of The Quality of Life Wheel.



## Pre TBD

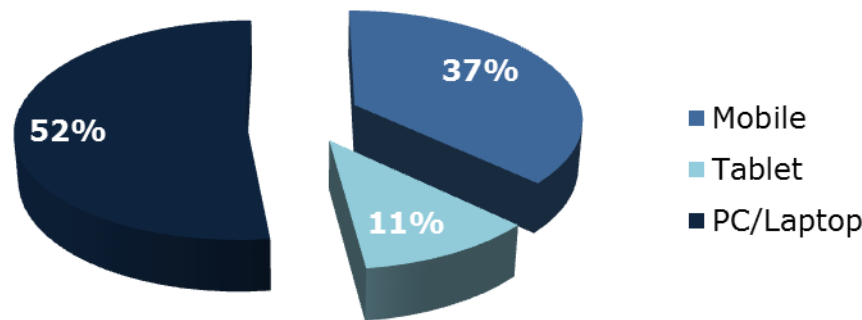
### How information was accessed Prior TBD?



- 30 % of the time information was being accessed online, through databases, earlier directories such as Your Care Your Choice or Find it 4 me or online searches
- 70 % of the time information was accessed through other means – such as printed leaflets, staff’s own knowledge, word of mouth and so on

## April 15 – March 16

### How was The Bury Directory Accessed?

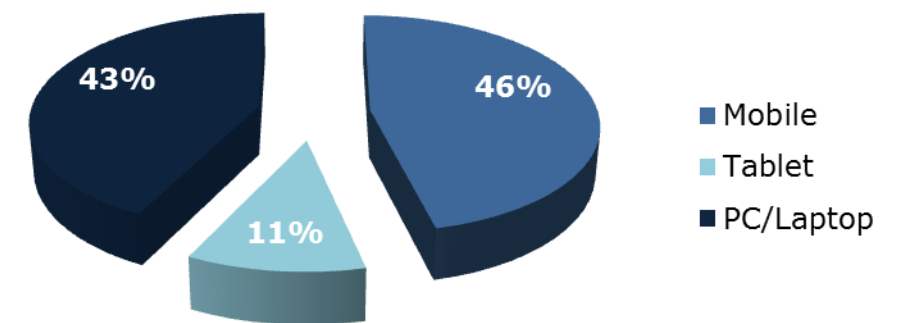


During the financial year of 2015/16:

- 52 % of people accessed TBD via a PC or laptop
- 37 % of people accessed TBD via a mobile phone
- 11 % of people accessed TBD via a tablet
- Altogether, 48 % of people accessed TBD via smart portable device (Tablet or mobile)

## April 16 – March 17 & Beyond

### How is The Bury Directory Accessed?



So far during the financial year of 16/17:

- 43% of people have accessed TBD via a PC or laptop **(-9%)**
- 46 % of people have accessed TBD via a mobile phone **(+9 %)**
- 11 % of people have access TBD via a tablet **(No % change)**
- Altogether, 57 % of people accessed TBD via smart portable device (tablet or mobile). A **9 % increase** following responsive upgrade



## Pre TBD

### Keyword Searches

- Prior to TBD we could not capture what information people were searching for as they accessed information in many different ways.



## April 15 – March 16

### Keyword Searches



## April 16 – March 17 & Beyond

### Keyword Searches



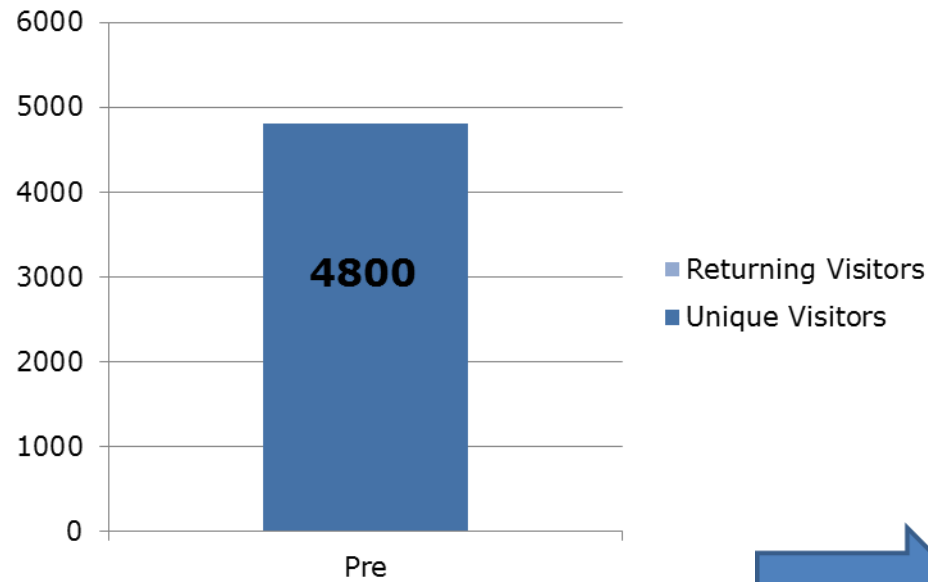
- The above infographic highlights some of the main keywords that people were searching on TBD during 15/16
- The top key words were Mental Health, Adult Social Care, Dementia, Children’s Centres and Health and Wellbeing Board
- The searches reflect areas of The Care Act and the SEND reforms – the original purpose of TBD

- The above infographic highlights some of the main keywords the people were searching on TBD during the financial year of 16/17 so far
- The top key words were Care Homes, Supporting People, Safeguarding, Environment and Cycling
- The searches reflect the move from leaflets to finding information online as well using TBD as a key enabler of neighbourhood working where people are finding information to help them, or plan their future



## Pre TBD

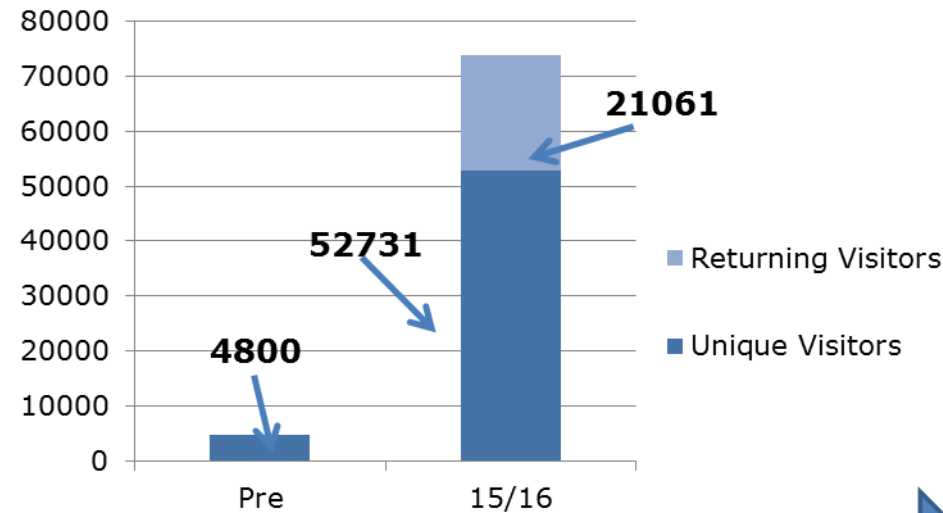
### Yearly Visitors



- Pre TBD around **4,800** were visiting online directories that held information about services and organisations such as Your Care Your Choice & Findit4me

## April 15 – March 16

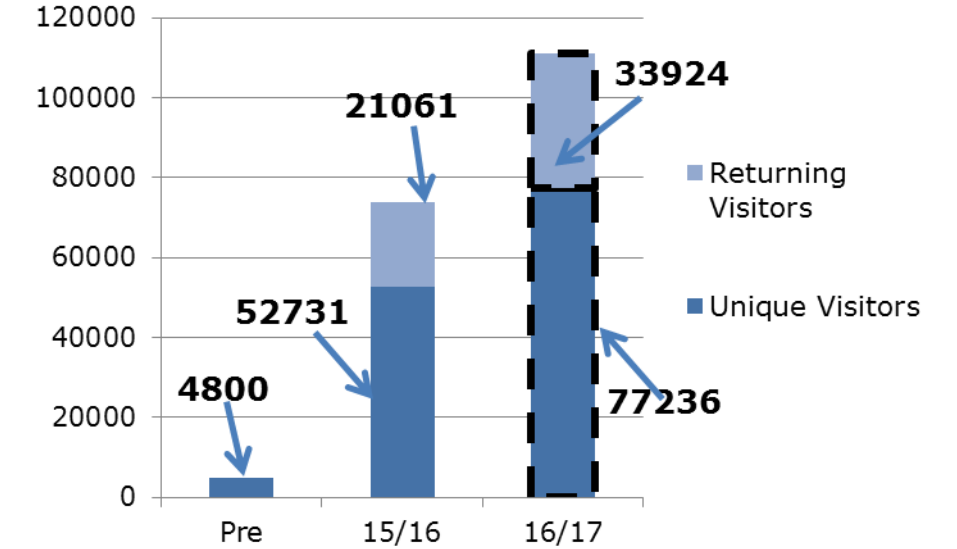
### Yearly Visitors



- Returning Visitors refer to users of The Bury Directory that regularly return to visit the website. In the year of 2015/16 there were **21,061** returning visitors. This is a **29%** proportion of the total number of visitors.
- Unique Visitors refer to users of The Bury Directory that have only visited The Bury Directory once. In the year of 2015/16 there were **52,731** unique visitors. This is a **71%** proportion of the total number of visitors.
- The total number of visitors during 2015/16 was **73,792**.
- There was an increase of yearly visitors to the directory of **1437%** compared to the average number visiting the previous online directories.

## April 16 – March 17 & Beyond

### Yearly Visitors

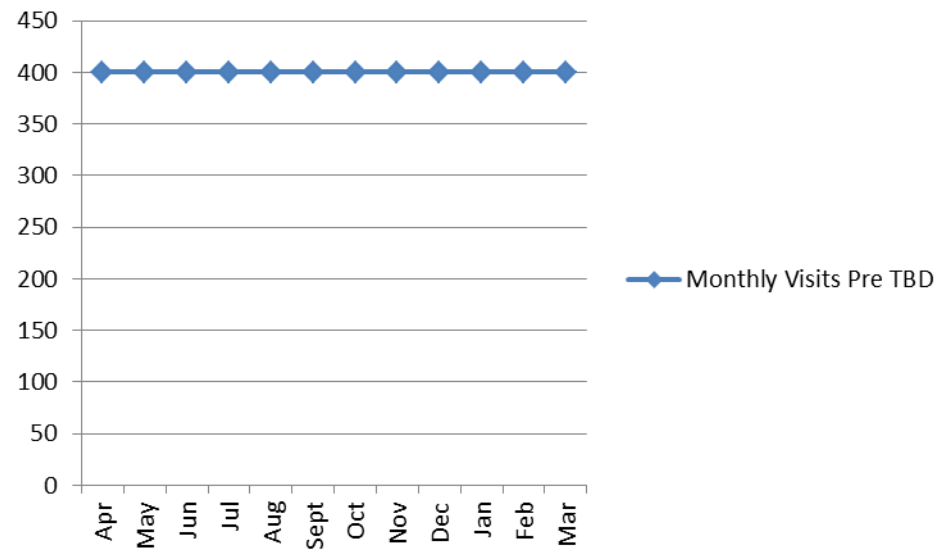


- The projected number of returning visitors (based on the first quarter) for year of 2016/17 is **33,924**. This is **31%** proportion of the total number of visitors and a **2 % increase** on the figures for 2015/16.
- The projected number of unique visitors (based on the first quarter) for year of 2016/17 is **77,236**. This is **69%** proportion of the total number of visitors and a **2 % decrease** on the figures for 2015/16.
- The projected total number of visitors during 2016/17 (based on the first quarter) is **111,160**
- This means there should be an overall increase of yearly visitors to the directory of **51%** compared to 2015/16.



## Pre - TBD

### Monthly Visitors

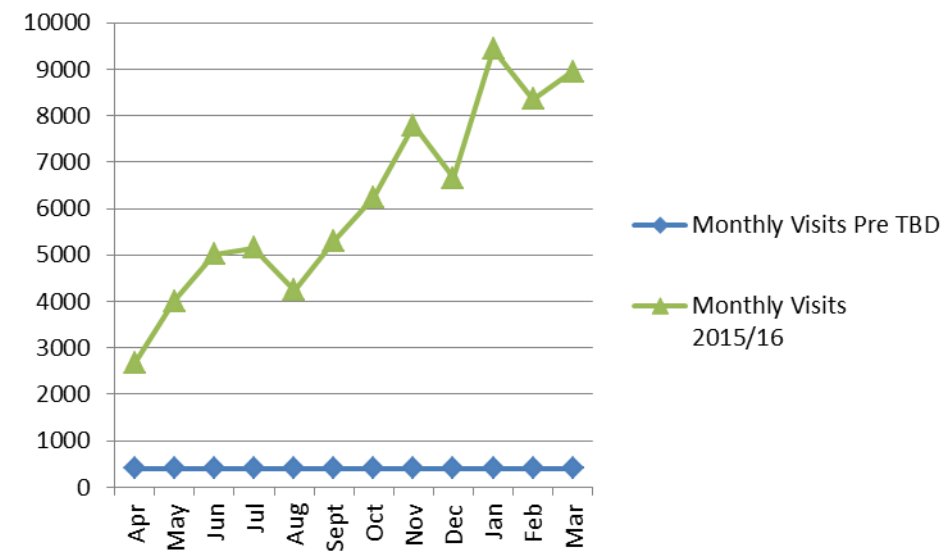


- The line graph above shows that prior to TBD the monthly hits to other directories such as YCYC or Findit4me was averaging around 400 per month

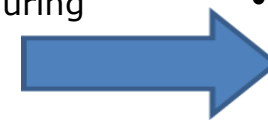


## April 15 – March 16

### Monthly Visitors

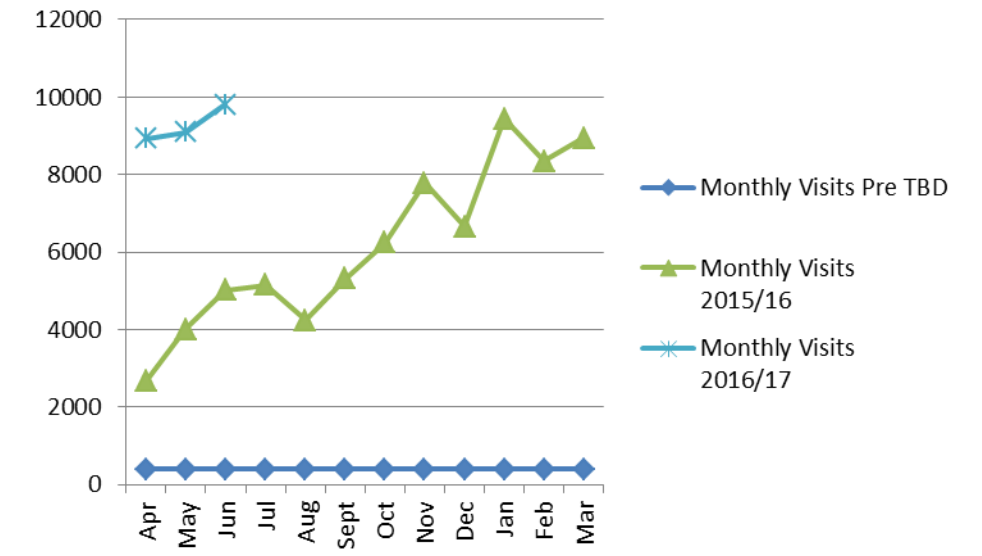


- The line graph above shows the increase in the number of monthly hits during 2015/16 compared with the monthly hits prior to TBD.
- On average there were **6,149** visits per month during 2015/16.
- The highest number of visitors in one month during 2015/16 was January 2016 with **9433**
- Whilst in August 2015, December 2015 and February 2016 the number of monthly visitors decreased compared to their respective previous month, the general trend throughout 2015/ 16 shows that the number of visitors each month increased.



## April 16 – March 17 & Beyond

### Monthly Visitors



- The line graph above shows the increase in the number of monthly hits during the first quarter of 2016/17
- On average there have been **9,720** visits per month during 2015/16. (An increase of **150%** on the first quarter of 2015/16)
- The highest number of visitors in one month during 2015/16 was June 2016 with **9799**
- The general trend during the first quarter of 2016/17 shows that the number of visitors each month increased.



## Pre - TBD

### Entries

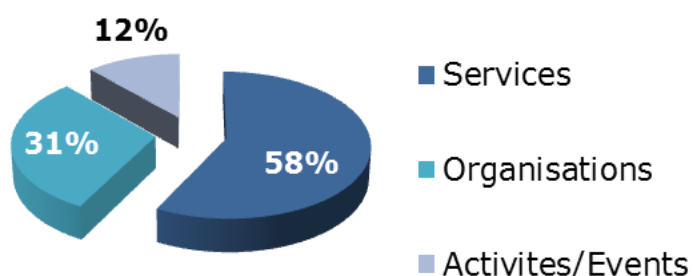
Pre TBD	
Services	?
Organisations	?
Activities/Events	?

- Before The Bury Directory, we could not measure the number and type of information that we informed the public about.



## April 15 – March 16

### Entries

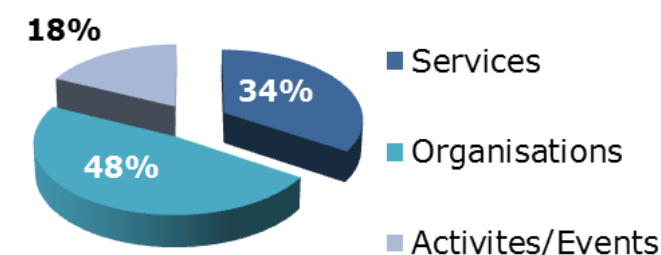


- At the end of the 2015/16 financial year there were 2273 entries listed on The Bury Directory.
- 58% of the entries listed were a service (provided by either the Council or private provider)
- 31% of the entries listed were an organisation (such as a community group, charity or private provider)
- 12% of the entries listed were an activity or event (listed on the What's On calendar, either a weekly class or one off event)



## April 16 – March 17 & Beyond

### Entries



- Currently there are 2439 entries listed on The Bury Directory
- 34% of the entries added to The Bury Directory so far this financial year were a service **(-24%)**
- 48% of the entries added to The Bury Directory so far this financial year were an organisation **(+17%)**
- 18% of the entries added to The Bury Directory so far this financial year were an activity or event **(+6%)**
- These figures support The Bury Directory's role within neighbourhood working due to the increase in the number of organisations and events that are being added to the directory in comparison to the number of services.





2016	Coming Soon...
<p>Specific dedicated sections of The Bury Directory aim to enable and support neighbourhood working. These are:</p> <ul style="list-style-type: none"> <li>• Community funding <a href="http://www.theburydirectory.co.uk/communityfunding">www.theburydirectory.co.uk/communityfunding</a></li> <li>• Mental Health <a href="http://www.theburydirectory.co.uk/mentalhealth">www.theburydirectory.co.uk/mentalhealth</a></li> <li>• Health and Wellbeing Board <a href="http://www.theburydirectory.co.uk/healthandwellbeingboard">www.theburydirectory.co.uk/healthandwellbeingboard</a></li> <li>• Helping Yourself to Wellbeing <a href="http://www.theburydirectory.co.uk/helpingyourselftowellbeing">www.theburydirectory.co.uk/helpingyourselftowellbeing</a></li> <li>• Team Bury Calendar <a href="http://www.theburydirectory.co.uk/teamburycalendar">www.theburydirectory.co.uk/teamburycalendar</a></li> <li>• Public Health Campaigns (throughout the year)</li> </ul>	<p>Further dedicated sections are planned for The Bury Directory, in the coming year, to enable and support neighbourhood working. These are:</p> <ul style="list-style-type: none"> <li>• Dementia</li> <li>• Older People</li> <li>• Carers</li> <li>• Environmental Health</li> <li>• Living Well</li> <li>• Volunteering</li> <li>• NHS Choices</li> <li>• Township Forums</li> </ul>

