

## Bury Health and Wellbeing Board

Title of the Report	The Bury Directory Annual Report
Date	22 <sup>nd</sup> September 2016
Contact Officer	Katie Wood, The Bury Directory Development Officer, Social Development Team
HWB Lead in this area	Pat Jones Greenhalgh, Executive Director for Communities & Wellbeing

### 1. Executive Summary

Is this report for?	Information <input checked="" type="checkbox"/>	Discussion <input type="checkbox"/>	Decision <input type="checkbox"/>
Why is this report being brought to the Board?	The Bury Directory Annual Report 2015/16 is being brought to the Health & Wellbeing Board for information and to update the board on progress to date.		
Please detail which, if any, of the Joint Health and Wellbeing Strategy priorities the report relates to. <a href="http://www.theburydirectory.co.uk/healthandwellbeingboard">www.theburydirectory.co.uk/healthandwellbeingboard</a>	All priorities		
Please detail which, if any, of the Joint Strategic Needs Assessment priorities the report relates to. (See attached JSNA) <a href="http://jsna.theburydirectory.co.uk/kb5/bury/jsna/home.page">http://jsna.theburydirectory.co.uk/kb5/bury/jsna/home.page</a>	N/A		
Key Actions for the Health and Wellbeing Board to address – what action is needed from the Board and its members? Please state recommendations for action.	To note the contents of the report and actively promote the Bury Directory and achievements to date		
What requirement is there for internal or external communication around this area?	Promote The Bury Directory within service areas and external channels		
Assurance and tracking process – Has the report been considered at any other committee meeting of the Council/meeting of the CCG Board/other stakeholders....please provide details.	Communities & Wellbeing Wider Management Team and Senior Leadership Team, Bury Council		

## 2. Introduction / Background

- 2.1 The Bury Directory was developed in line with the statutory requirements set out in the Children's and Families Act 2014 and the Care Act 2014 to publish the SEND Local Offer and offer an advice and guidance directory. It was developed jointly by the departments of Communities and Wellbeing, and Children, Young People and Culture.
- 2.2 It brought together all existing directories into one, easy to use, on-line directory and was officially launched in April 2015.
- 2.3 The unique selling point of the directory was people could add and update their own entries ensuring that content was always accurate and up to date. Logos, videos, documents and events or activities could be uploaded to the site enabling services to personalise their page.
- 2.4 The Bury Directory is managed by The Social Development Team, Communities & Wellbeing Department and supported by the Department for Children, Young People and Culture for entries relating to children, young people and SEND Local Offer.
- 2.5 The Bury Directory supports the ethos of Neighbourhood Working which 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'.*
- 2.6 It promotes all of the assets we have as a borough and in each Township. These assets include services, organisations, groups, activities, advice and guidance, self help courses and education and training. It links to other helpful information such as the Living Aids showroom which demonstrates products and services to support people to remain independent in their own homes and also an NHS Choices search widget that enables users to pull through information about health services such as GP's, Pharmacists and Dentistry services in the borough from the directory without having to go directly to the NHS Choices site.
- 2.7 The Bury Directory offers:
  - **Professionals-** consistent, accurate information in one place about services, groups, organisations, activities, advice, support and general information that they can signpost customers to in order for them to help themselves.
  - **The Community-** consistent, accurate information in one place about services, groups, organisations, activities in their

neighbourhood, advice, support and general information that can help people to help themselves without having to contact public services. It offers a journey planner to help people plan their journey to any service or organisation listed on the directory and an opportunity to give feedback to services using the 'rate it' function.

- **Community Groups, Services and Organisations**- a place to promote their services or activities free of charge that can be updated 365 days per year, 7 days a week. An opportunity to upload logos, images, videos and documents and link to their own website, or give enough information to users on their page so that they do not need their own website as there is full control over content of the page.

### 3. Key issues for the Board to Consider

3.1 The annual report summary seeks to track the progress of the directory from its early development in 2014 to present day and set out the future direction of travel using info graphics and key words so that it is simple and easy to read.

3.2 Key achievements in 2014/15 were:

- The Bury Directory was developed
- All data migrated from existing directories into directory and all entries contacted via 'broadcast' email to update their data and personalise their pages to upload logos, images, videos and/or documents to their page
- Functionality included:
  - 'NHS Choices widget'
  - Keyword, postcode, category and interactive map search functionality for entries and information and advice
  - 'Rate it' function
  - Journey planner
  - Disability Friendly and Google Translate function to offer the site in over 50 languages
  - 'What's on' guide linked to a list of activities
  - Email, text or print information
  - Data harvest and auto feed for Care Quality Commission information
  - Data harvest and auto feed Food Standards agency
- The Bury Directory had a 'soft launch' with staff and professionals
- 'How to' guides developed and training provided to all staff
- Living aids showroom developed which demonstrates products and services to support people to remain independent in their own homes

3.3 Key achievements in 2015/16 were:

- The Bury Directory was launched to the public in April 2015
- A responsive upgrade took place in October 2015 which improved functionality to include:
  - Easier access for mobile and tablet devices
  - Improved look and feel
  - Rolling promotional banner at the bottom of the screen to promote key events/information
  - New and improved advice and guidance pages
  - New SEND section
  - Improved accessibility – AAA+ Compliant and continuing function of google translate
  - Ability to share information via social media
  - What's on section improved to include 'featured' section to promote specific theme, event or activity
  - Streamlined the Food Standards Agency to only harvest information about services listed and relevant to the directory rather than every establishment that has an FSA rating
- Developed the on-line Joint Strategic Needs Assessment (JSNA) on the Bury Directory platform with consistent branding
- JSNA site went live for soft rollout
- Added Dementia Action Alliance kitemark to all entries that are dementia friendly
- Self-Care Apps to download were added to the site
- Governance Framework developed for content of site aligned to Care Act priorities, services to support protected characteristics, preventative services and community activities/events. Content of site streamlined accordingly.
- Annual Visits were 73,792 – an increase of 1437% compared with the average visits to the previous directories.
- Average monthly hits were 6,149
- 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.

#### 3.4 Key achievements in 2016/17 so far are:

- There is a projected increase of annual hits to The Bury Directory of 51 %, based on the first quarter to a total of 111,160
- The average number of hits per month so far this year was 9,720; this is a 150 % increase on the same months of last year.
- No of people accessing the site via mobile or tablet device increased by 9 % on last year, meaning 57 % of people are accessing the directory via a smart device.
- 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.

- Harvest and auto update of all advice and guidance pages from NHS Choices underway to make advice and guidance cover all social care, health and wellbeing themes.
- Developed a 'Glossary App' which offers an explanation of key words or acronyms if you hover over a word that is in bold
- 'How to' videos for how to use and get the best out of the directory have been created and will be launched in Oct 2016.
- A promotional video and marketing strategy has been developed to promote the directory as far and wide as possible as a tool to support Neighbourhood Working and will be launched in Oct 2016
- The self help tool- the 'Quality of Life Wheel' has been developed electronically and is currently in production to go live in Oct 2016. This can be used by an individual to help themselves, by an individual that is offered support to complete it, or by a professional as an alternative to an assessment to provide a holistic overview of the persons needs. It will provide a bespoke Wellbeing Plan to support that individual in any aspect of their life where they have identified they need it. This will include advice and information for how they can help themselves, services or organisations that could help, local support groups, activities or events in their local area that they could join in addition to courses or learning opportunities.

### 3.5 Future Developments include:

- Building on the integration of the Advice and Guidance pages on NHS Choices website, work towards a full integration of the NHS Choices site. This will replace the current 'search widget' and enable all information about GP surgeries, dentists, optometrists and pharmacies to be available directly on the site meaning that social care, health and wellbeing services are available in one place and only need to be updated once rather than each site individually.
- Integrating the directory with the JSNA. This will enable people searching for data about a specific theme or topic on the JSNA website to view entries in the directory that may offer help, support, advice or services relating to that theme. For example 'Smoking' would provide statistics of smokers and then where people can access help to quit.
- Creating a new search function for the directory that links the map on the homepage to a summary of statistics and data on the JSNA website for that Township.
- Adding Breastfeeding Friendly kitemark to breastfeeding friendly entries
- Adding the 'Golden Apple' for Educational Establishments that promote healthy food practices to relevant entries on the site
- Added Autism friendly spaces kitemark to all autism friendly entries

- Improving the 'What's On' section further by adding sub categories so that it is easier to search the types of events and activities a person may be interested in
- Adding a 'feedback function' to the site so people can click on their emotion (happy, neutral, sad face) to the contents of the page and give feedback on the directory overall to help improve the site.
- Aiming to income generate via the selling of advertising space (intelligent to the contents of the page) to make the directory sustainable in the future
- Promote the directory using social media
- Aiming to work with the CCG to develop a '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.

3.6 The Bury Directory is a key enabler for Neighbourhood Working. Next steps are to continue to develop the content and functionality of the site as set out above whilst also focussing on raising awareness of the directory to:

- Ensure staff and professionals across Team Bury use the directory to signpost to and promote self help
- Encourage as many people as possible to use the directory help themselves to find information and advice, access services and organisations and get involved in groups, clubs and activities in their local area.

3.7 Match funding opportunities across Team Bury partners will be explored to fund future developments and opportunities to income generate via selling advertising space to make the directory self-funding and sustainable and ensure staffing in place to continue to deliver and improve outcomes.

#### 4. Recommendations for action

The Health and Wellbeing Board are requested to note the contents of the report and actively promote the Bury Directory and achievements to date.

#### 5. Financial and legal implications (if any)

If necessary please seek advice from the Council Monitoring Officer Jayne Hammond ([J.M.Hammond@bury.gov.uk](mailto:J.M.Hammond@bury.gov.uk)) or Section 151 Officer Steve Kenyon ([S.Kenyon@bury.gov.uk](mailto:S.Kenyon@bury.gov.uk)).

N.A

**6. Equality/Diversity Implications. Please attach the completed Equality and Analysis Form if required.**

N/A

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