

Bury Health and Wellbeing Board

Title of the Report	The Bury Directory Annual Report 2016/17
Date	08/09/17
Contact Officer	Katie Wood (The Bury Directory Development Officer)
HWB Lead in this area	

1. Executive Summary

Is this report for?	Information X	Discussion <input type="checkbox"/>	Decision <input type="checkbox"/>
Why is this report being brought to the Board?	For information on TBD progress		
Please detail which, if any, of the Joint Health and Wellbeing Strategy priorities the report relates to. (See attached Strategy) www.theburydirectory.co.uk/healthandwellbeingboard	Priorities - 1,2,3,4		
Please detail which, if any, of the Joint Strategic Needs Assessment priorities the report relates to. (See attached JSNA) http://jsna.theburydirectory.co.uk/kb5/bury/jsna/home.page	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 support The Bury Directory		
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.	Yes – CWB Wider Management Board and Strategic Leadership Team (SLT)		

2. Introduction / Background

The Bury Directory Annual Report - the purpose of the report is to summarise the developments to the directory and show the annual progress of the directory from 2016/17 and also highlight future plans to develop the directory into 2017/18 It also seeks to raise awareness of The Bury Directory and its role as a tool to support the Neighbourhood Working agenda. Strategic Leadership Team is requested to sign off the Annual Report.

3. key issues for the Board to Consider

Key achievements in 2016/17 were:

- Increased marketing, training and social media presence of The Bury Directory. This has been achieved by:
 - Creating specific and unique pages on The Bury Directory to link to public health campaigns. These pages have then be used in the relevant social media campaigns and has seen an increase in the number of people accessing the site via social media.
 - Attended numerous focus groups such as the Carer's Focus Group to gather feedback on the website and further spread the word of TBD amongst specific target audiences.
 - Created 'How To' videos that sit on the home page of TBD that show people how to use TBD and enable them to look for services, activities and advice themselves.
 - Created an e-learning module for staff to refresh their skills on using TBD and enable them to be confident to use the site with the public.
 - Delivered numerous face to face training across the whole of Team Bury partners. This included delivering training to **140 Police Officers and PCSO's** across the neighbourhood teams. **Over 100 other staff from Bury Council and other agencies across Team Bury** were also trained, including those working in the trailblazer hubs in Bury East and Radcliffe.
 - Attended numerous profile raising events across the borough including the Six Town Housing Summer Roadshows, Neighbourhood Roadshows and staff system transformation events.
- Improved functionality across the website in several different areas. These include:
 - A new and easier to use dashboard area where providers manage their service information that sits on TBD and visitors manage the reviews they leave.

- 'The Quality of Life Wheel' self help tool was launched in December 2016 and is currently being trialled in the trailblazer hubs of Bury East and Radcliffe. The wheel is providing bespoke wellbeing plans that enable people to help themselves through a conversational tool.
- Part one integration with NHS Choices went live in July 2016, which has enabled visitors to access NHS Choices information and advice to compliment the current advice and guidance that sits on TBD.
- All reviews are now date stamped to aid visitors making informed decisions when accessing services, groups and providers.
- The directory now meets the requirements of Accessible Information Standard.
- The 'What's On' calendar section now allows people to filter the calendar by the types of activities running across the borough such as community meetings, day events, sports and leisure.
- Went live with the glossary app which allows for further explanation of terms, acronyms and legislation to ease the customer journey.
- Added an emergency exit that allows people to quickly leave the website if they are searching sensitive information such as domestic abuse or safeguarding.
- Fully integrated the Care Act into the directory and removed the specific button on the home page
- Removed the A-Z search function from the home page to ease the customer journey.
- Fully integrated the JSNA with TBD so that need is mapped with current provision to enable more intelligent commissioning. The public are also able to view the JSNA from a link on TBD home page.
- Further strengthened the governance of The Bury Directory and added new accreditation schemes to certain services. This has been done via:
 - Reintroducing the 'Local Offer' kite mark following consultation with Bury Parents Forum.
 - Including NHS Choices Self Care Apps for people to self asses their own health and make adjustments to improve their health and wellbeing.
 - Including the Golden Apple Scheme accreditation to relevant childcare settings signed up to the scheme.
 - Including the Bury Tattoo Parlour Hygiene rating to services signed up to the scheme.
 - Reviewed the whole site governance to ensure appropriate services are listed and establish which site they are best suited for (TBD or bury.gov.uk)
 - Created a governance procedure for messages sitting on the scrolling banner.
 - Created a governance procedure for accepting ratings on the website and developed a code of conduct for those leaving a rating.

- Increased usage and percentages increases in all statistical areas. Surmised, this equates to:
 - A **9%** increase in the proportion of people accessing The Bury Directory via a mobile phone. **57%** of all accessing TBD do so via a portable device (mobile or tablet).
 - Top keyword searches include 'supporting people', 'dementia', 'volunteering', 'Children's Centres' and 'Community' which reflect the vision for neighbourhood working.
 - **The total number of visitors during 2016/17 was 130,060 which is a 70 % increase when compared to 2015/16.** This is an average of over 10,800 visitors per month, with the highest number of visitors in one month being March 2017 at 14,978 visitors.
 - There are over 2500 services/groups/activities listed on the website, with the proportion of organisations listed (such as a charity/community group) increasing by **5%** compared to 2015/16.

- As a key enabler for transformation and delivery of the Locality Plan, the next financial year of 2017/18 will see a number of developments to ensure that The Bury Directory is fit for purpose and future delivery. These include:
 - A site redesign – This will elevate the profile of health, wellbeing and community information, whilst also aligning children's and adults information across the board. The site redesign will also allow for new branding in line with the Neighbourhood Working brand and bring a more up to date site that is appealing to all generations and simple to use.
 - Feedback Function – The function will collate feedback from customers to allow for improvements and ensure continued use for the site. It will also collate data needed to ensure TBD is meeting OBA objectives across Team Bury by gathering data sets relating to impact on reliance of other services.
 - A dedicated health channel – The site redesign will create a dedicated health channel which will be fully integrated with NHS Choices information and advice and service information (e.g. Pharmacy services, diabetes clinics etc). This will support a digital offer of social prescribing aiming to help people to help themselves and manage their own conditions.)
 - A Widget: The widget will allow people to search TBD from other websites. This will increase partnership working across Team Bury, help spread the word and encourage local business engagement with health and wellbeing.
 - CVS Intranet – The new CVS intranet will create a specific area for members of the CVS to join forums, have a secure document exchange and access an up to date training calendar to support the new infrastructure of the CVS and

ensure further improving communications between the Council and the CVS to deliver the neighbourhood working programme.

- QOLW – The Quality of Life Wheel will be fully rolled out across the borough and accessible via the home page following a period of trialling.
- Staffing – The Locality Plan is likely to ensure an increased the number of staff on the team to work on The Bury Directory which will enable an even better digital self care offer that reaches a wider market.
- Increasing the number of accreditation schemes on the directory and linking the directory with commissioned services. The accreditation schemes will be visible to encourage further sign up from partners and improve customer information to ensure an informed choice.

4. Recommendations for action

The pace and scale of the implementation of future developments is dependent on the financial input from the Locality Plan Transformation Fund bid. Ongoing investment in the technology of the directory will be required over time to ensure it is fit for purpose for continual delivery of the Locality Plan.

5. Financial and legal implications (if any)

If necessary please seek advice from the Acting Council Monitoring Officer Janet Witkowski, (J.Witkowski@bury.gov.uk) or Section 151 Officer Steve Kenyon (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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