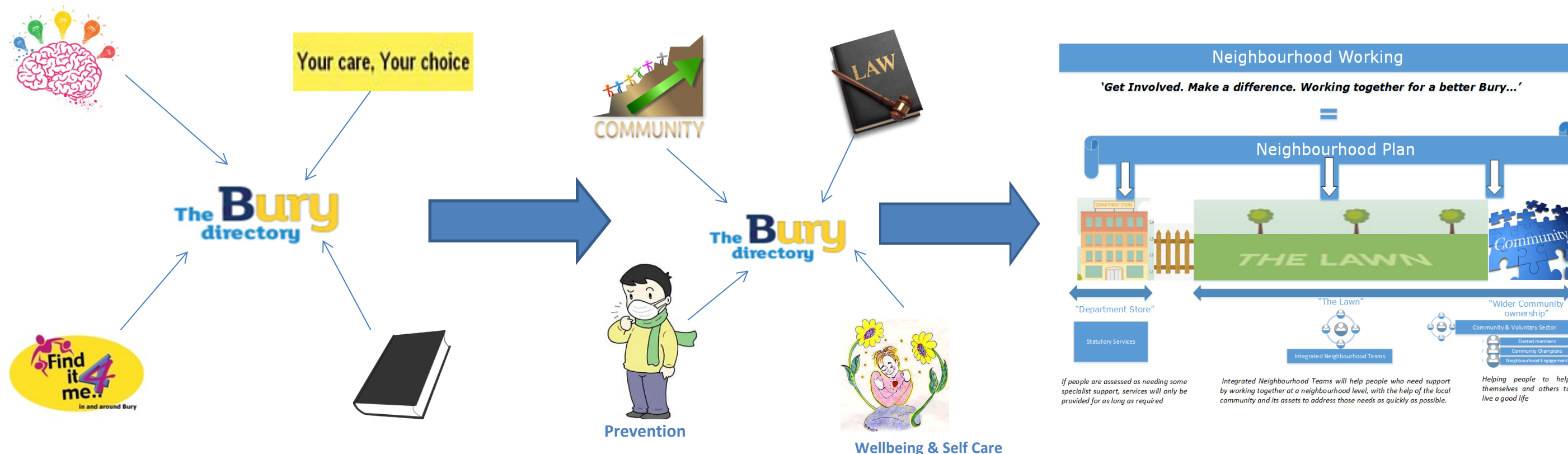


April 14 – March 15

April 15 – March 16

April 16 – March 17



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

open objects



Drivers:

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

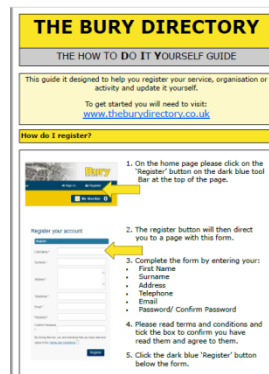
Drivers:

- Whole system transformation which will be mobilised via neighbourhood working:
The scope of The Bury Directory has expanded beyond statutory requirements to aid neighbourhood working and the Neighbourhood Engagement Framework proposal of the Locality Plan. The Bury Directory will also be supporting the Health & Social Care integration element of Greater Manchester Devolution through a Social Prescribing model.

'Aims to help individuals, families and communities to 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.'

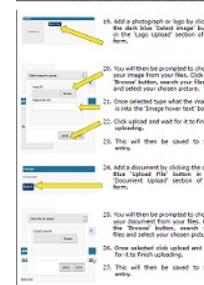
April 14 – March 15

- '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

- Trained Bury Council Staff

April 16 – March 17

- Increased social media presence linked in with specific Public Health campaigns directing the public to specific areas of TBD. This has led to an increase in the number of people accessing TBD from social media.



- Attended established customer focus groups to gather feedback and promote TBD usage amongst target audiences.



- Created 'How to' Videos to sit on TBD homepage to aid people to use The Bury Directory by themselves. These have also been made available on YouTube.



- Created an e-learning module for staff to learn how to use TBD for themselves.



- 2 cycles of internal staff training have taken place: **89 members of staff trained**. The training now incorporates TBD, JSNA and Quality of Life Wheel (QOLW).

- Attended a Children's Trust Lunchtime Learning event and **trained 14 members** of staff from external organisations.



- Delivered TBD and QOLW training to staff at trailblazer hubs in Radcliffe and Bury East.

- Delivered TBD and QOLW training to Bury Police Force **training 140 Police Officers and PCSO's across the 8 neighbourhood teams in Bury.**

- Attended numerous staff and community events to continue to spread the word and raise awareness of TBD.

Summary (Promotion and Marketing)

- Purchased equipment staff and partners and engage and promote the community.



to train



to

Summary (Functionality)

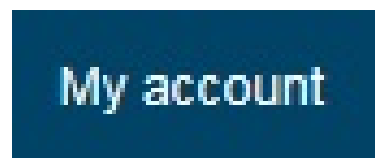
April 14 – March 15

Account and Pages

- Services & Organisations create and update own pages for free

Services can:

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



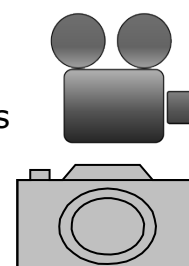
their



April 15 – March 16

Account and Pages

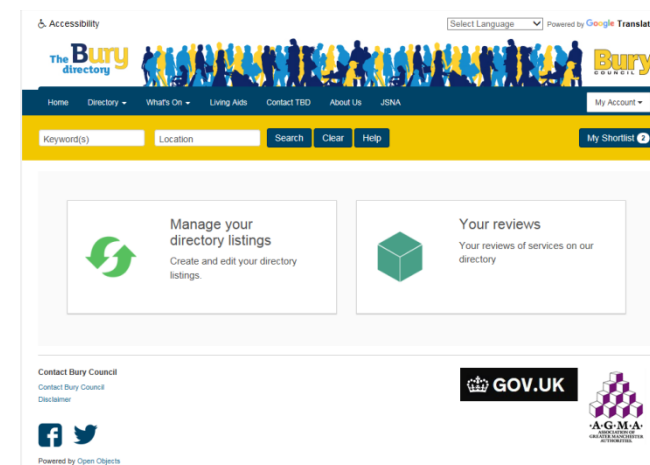
- Purchased equipment to support Community groups to add logos, videos and documents to their pages.



April 16 – March 17

Account and Pages

- New look 'My Account/ dashboard' area to streamline adding information to TBD.



April 14 – March 15

April 15 – March 16

April 16 – March 17

Search for Entries or information & Advice Via:

- Keyword

- Postcode



- Category



- Map



NHS Choices Widget (Local Dentist, GPs and Pharmacies)


Search for health services

GP

Dentist

Pharmacy

About



Find and choose services

Same as
2014/15



Search for Services & Information & Advice Via:

- **Quality of Life Wheel** – The self-help tool went live in December 2016 and signposts people to advice, support and learning opportunities in their local area through providing bespoke wellbeing plans. The QOLW is currently being trialled in the trailblazer hubs of Bury East and Radcliffe before being launched borough wide.



NHS choices

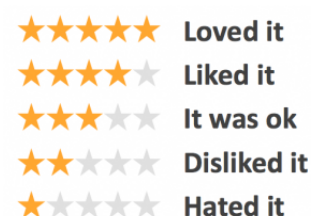
- **NHS Choices: Part 1 integration** with NHS Choices Information took place in July 2016. This has enabled customers to view selected up to date information and advice written by medical professionals on The Bury Directory. This is the first part of full integration with local NHS Choices information that will support Social Prescribing.

Summary (Functionality Cont.)

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.

**RESPONSIVE
UPGRADE**



April 16 – March 17

Rating and Feedback

- Developed thorough governance for leaving ratings and reviews based on best practice from NHS partners and all reviews are now time stamped.



Journey Planner linked with Google Maps Plan your journey via:

- Car



- Walking



- Cycling



- Public Transport



**Same as
2014/15**



**Same as
2014/15**

Accessibility:

- Disability Friendly



Accessibility:

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

**RESPONSIVE
UPGRADE**

AAA+ Works readers, with help (inbox)

Accessability:

- Meets Accessible Information Standard



Google Translate

Summary (Functionality Cont.)

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 'App' for The Bury Directory.



an

RESPONSIVE
UPGRADE



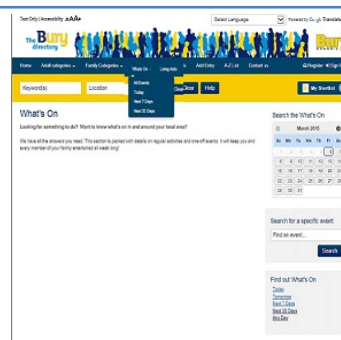
April 16 – March 17 & Beyond

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.

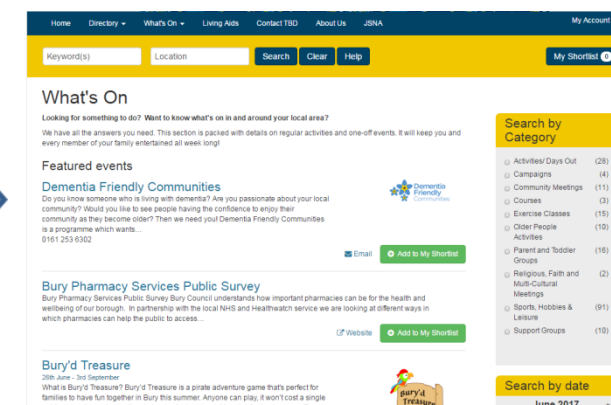


RESPONSIVE
UPGRADE



'What's On' Guide:

- People can now filter by what type of activity or event they are looking for in the 'What's On Section'.



Share Information from TBD via:

- Email
- Text
- Print Out



Share Information from TBD via:

- Aswell 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

RESPONSIVE
UPGRADE



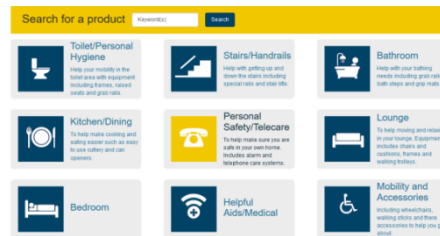
Share Information from TBD via:

Same as
2015/16

April 14 – March 15

Living Aids Showroom:

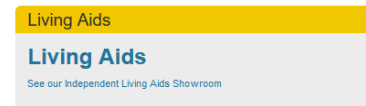
- Added the Living Aids Showroom to TBD demonstrating equipment that will support people to remain independent in their own homes (Feb 2015).



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

Living Aids Showroom:

**Same as
2015/16**

April 14 – March 15

Look and Feel:

The original home page included basic features and older branding:



April 15 – March 16

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

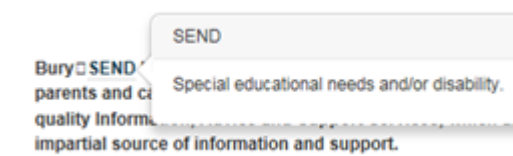


RESPONSIVE
UPGRADE



Improved Look and Feel:

- Went live with the Glossary App. Enables customers to hover over key words and acronyms for a further explanation
- Added an emergency exit button to support safe searching of information for vulnerable people
- Removed the Care Act Button from the home page as the Care Act is now fully integrated into the directory.
- Added 'How To' Videos to the home page of the directory.
- Removed A-Z search from the blue toolbar. This was an underused function of the directory that complicated the customer journey and its removal has seen customers find services more seamlessly.



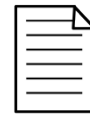
Emergency Exit



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

JSNA:



- The Bury Directory and The Bury Joint Strategic Needs Assessment (JSNA) website are now integrated. When people access the JSNA they are able to search both the JSNA and TBD simultaneously so that it maps the needs of the borough with the provision that is currently in place. This is helping us to identify areas of best practice as well as gaps in provision.
- The Bury Directory has a new link to the Bury JSNA from the blue toolbar on the home screen

April 14 – March 15

What's On It?

- **CQC:** All CQC reports available on TBD any establishment listed that is inspected. This is a 'data harvest' and automatic feed for updates



for
an

- **FSA:** An automatic harvest for all eating establishments within the borough was set up. This was a 'data harvest' and included and auto feed updates



for

- **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

What's On it?

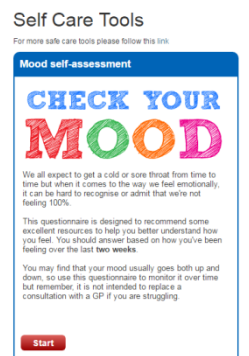
Same as
2015/16

Additional Quality Assurances this year have included:

- **Local Offer:** The Local Offer section has been refined. Following further consultation and feedback a new and improved logo was introduced to make specific SEND services recognisable.



- **NHS Choices:** 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.



- **Golden Apple:** Added the 'Golden Apple' accreditation logo for promoting health food practices to relevant childcare entries and establishments



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

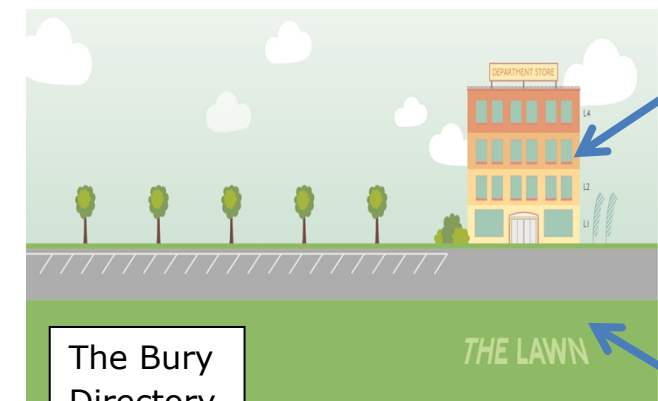
- The Governance Framework and Principles are available to view in the appendix of this report



April 16 – March 17

Formal Governance Principles:

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



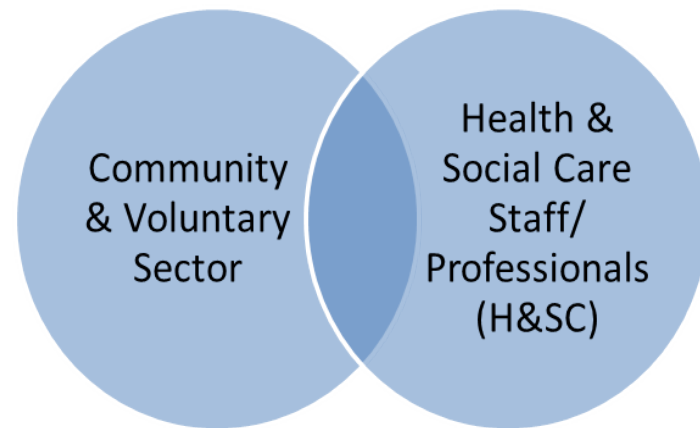
Bury Council Website

The Bury Directory

- Bury Council Website now holds information about services that are in 'the store', such as statutory services. Advice, guidance and non-statutory information now sit on The Bury Directory.
- The Bury Directory holds information on groups, activities and services available in the community that sit 'on the lawn and in the community' and enable people to stay out of the store.
- Some services sit on both websites.
- A governance procedure was developed for the prioritisation of information that sits on the scrolling banner on the home page of The Bury Directory.
- A governance procedure for writing and accepting reviews on services from the public was introduced in line with national guidance.

April 14 – March 15

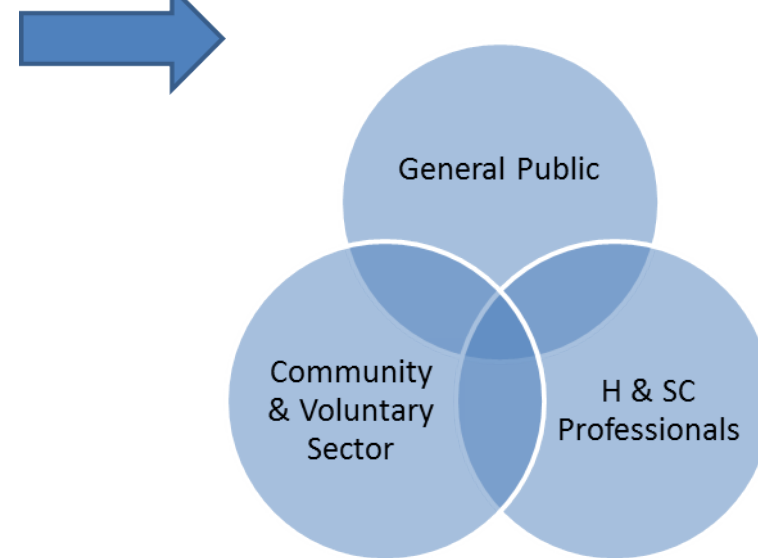
Who is The Bury Directory aimed at?



- 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

Who is The Bury Directory aimed at?



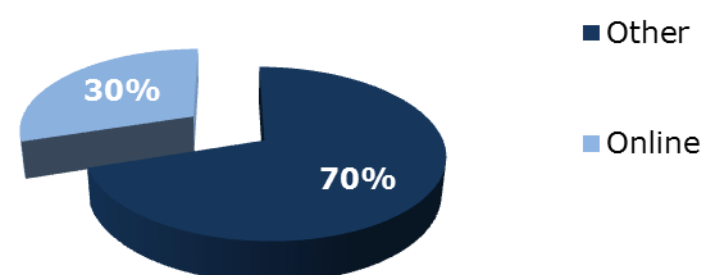
- As a key enabler for transformation and delivery of the Locality Plan, The Bury Directory will provide information to the General Public, Community & Voluntary Sector, Health & Social Care Professionals and Team Bury Partners
- Together this will encourage more people to use The Bury Directory to help themselves. This will then be strengthened by the ability to also use The Quality of Life Wheel to develop a bespoke Wellbeing Plan.

Summary (Statistics) Summary (Statistics)

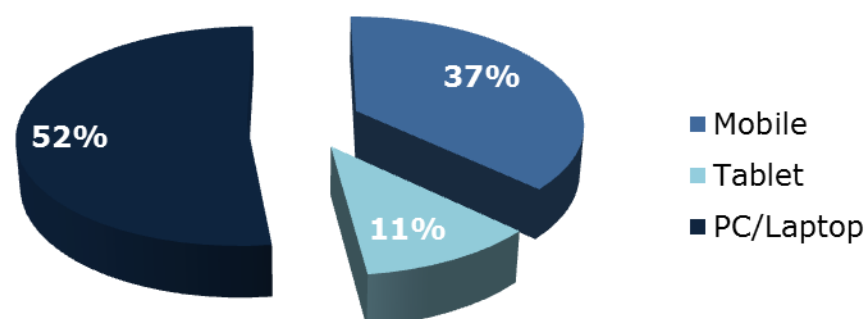
April 15 – March 16

April 16 – March 17

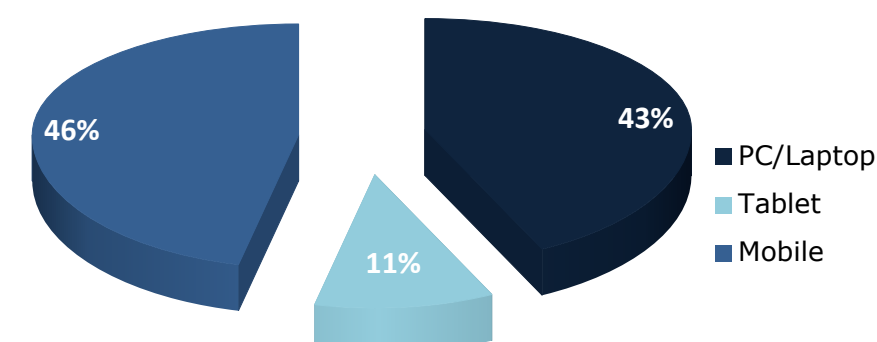
How information was accessed Prior TBD?



How was The Bury Directory Accessed?



How is The Bury Directory Accessed?



- 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

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)

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). This is a **9 % increase** following the 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



- The above infographic highlights some of the main keywords that people were searching on TBD during 2015/16
- 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

April 16 – March 17

Keyword Searches



- The above infographic highlights some of the main keywords that people were searching on TBD during 2016/17
- The top key words were Care Homes, Supporting People, Dementia, Cycling, Mental Health and Volunteering
- The searches reflect the move to providing information and advice to people digitally so that they can help themselves and others to live a good life.

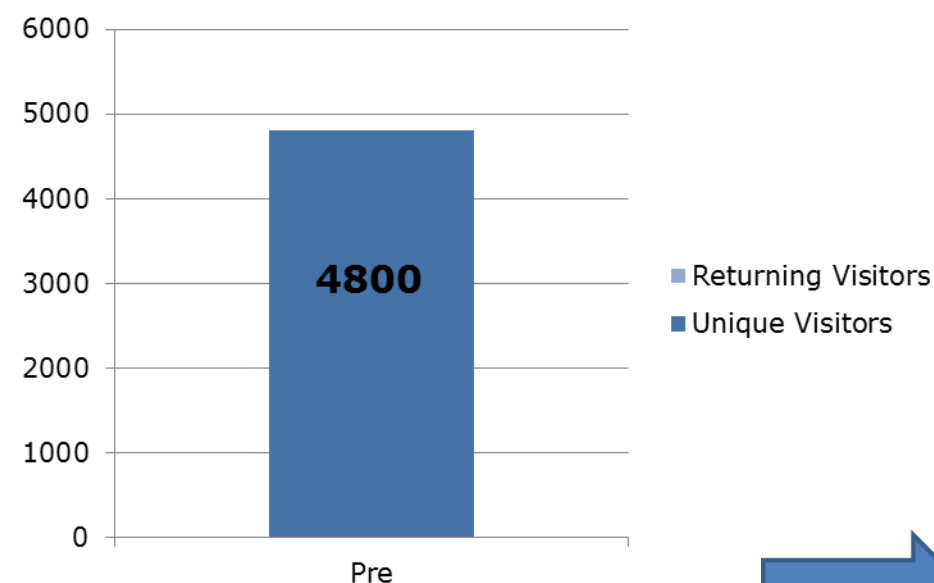
Summary (Statistics)

Pre TBD

April 15 – March 16

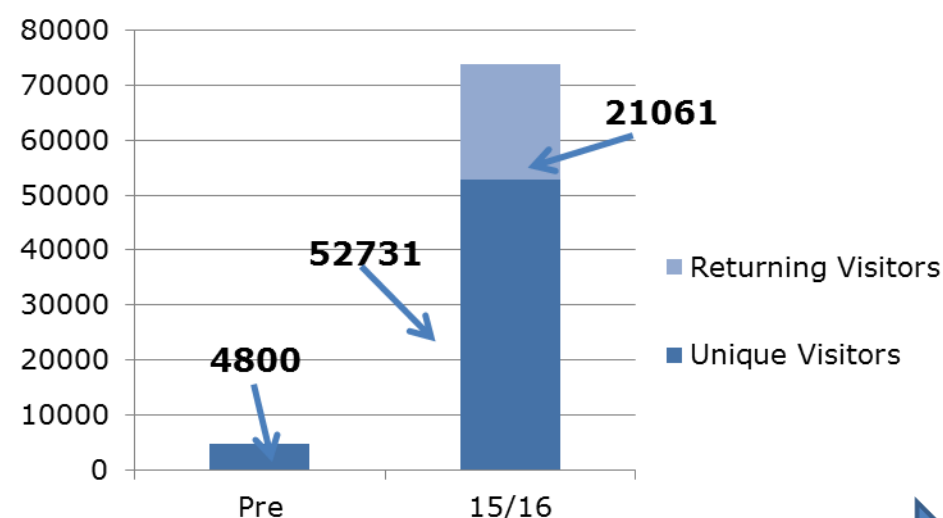
April 16 – March 17

Yearly Visitors



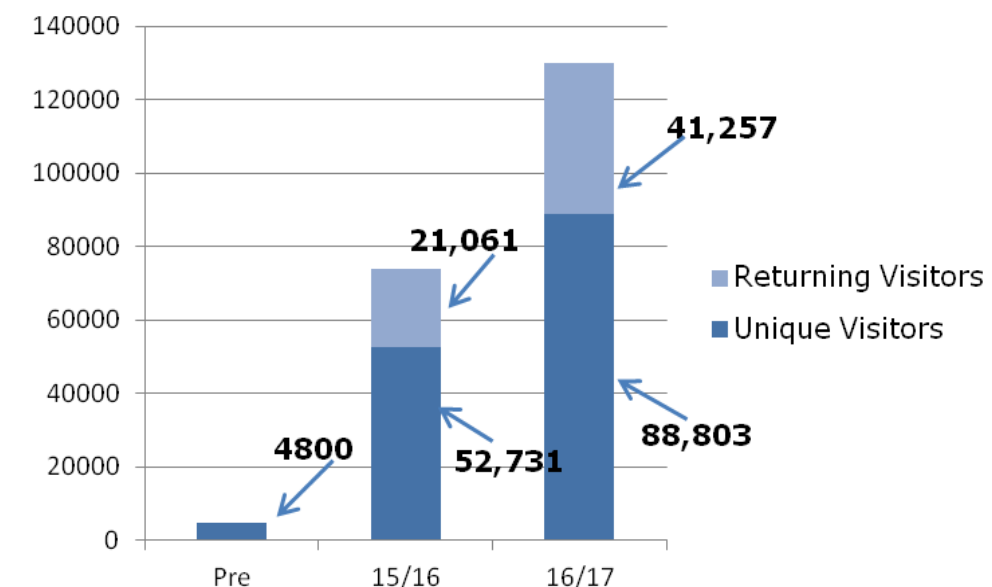
- Pre TBD around **4,800** were visiting online directories that held information about services and organisations such as Your Care Your Choice & Findit4me

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.

Yearly Visitors



- The number of returning visitors for the year of 2016/17 was **41,257**. This is **32%** proportion of the total number of visitors and a **3 % increase** on the figures for 2015/16.
- The number of unique visitors for the year of 2016/17 is **88,803**. This is **68%** proportion of the total number of visitors and a **3 % decrease** on the figures for 2015/16.
- The total number of visitors during 2016/17 was **130,060**.
- There was an increase of yearly visitors to the directory of **76%** compared to 2015/16.

Pre - TBD

April 15 – March 16

April 16 – March 17 & Beyond

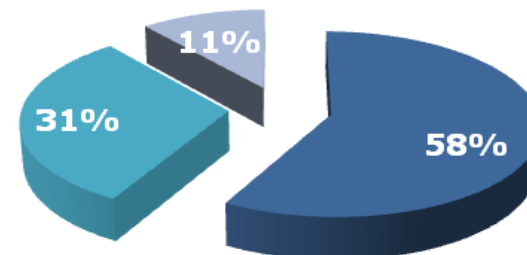
Summary (Statistics)

Entries

Pre TBD	
Services	?
Organisations	?
Activities/Events	?

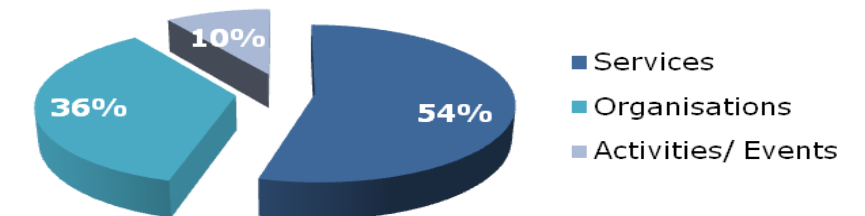
- Before The Bury Directory, we could not measure the number and type of information that we informed the public about.

Entries



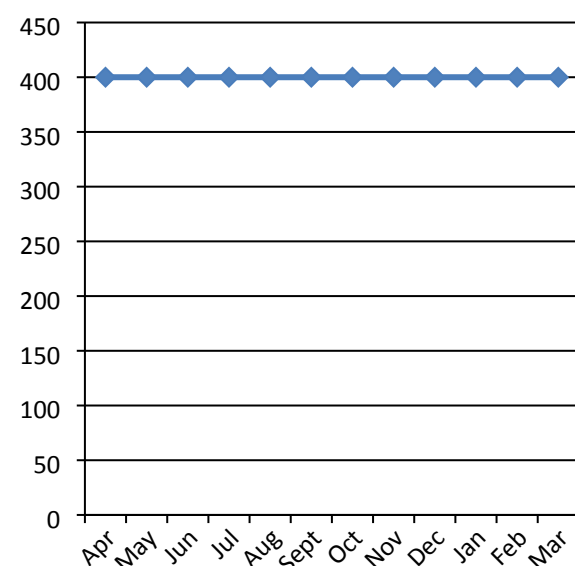
- At the end of the 2015/16 financial year there were 2273 entries listed on The Bury Directory.
- 58% of the entries listed were a service (provided by either the Council or private provider)
- 31% of the entries listed were an organisation (such as a community group, charity or private provider)
- 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)

Entries



- At the end of 2016/17 financial year there were 2562 entries listed on The Bury Directory. This is a 11% increase in the total number of entries
- 54% of the entries listed on The Bury Directory were services (provided by either the Council or private provider/organisation.) This is a reduction of 4 % in the proportion of listed services from 2015/16.
- 36% of the entries listed on The Bury Directory were an organisation (such as a community group/ charity or private provider.) This is an increase of 5 % in the proportion of listed organisations from 2015/16.
- 10% of the entries listed on The Bury Directory were an activity or event (listed on the 'What's On' calendar, either a weekly class or one off event). This is a decrease of 2% in the proportion of listed activity/events from 2015/16.
- These figures support The Bury Directory's role within the neighbourhood working programme due to the increase in the number of organisations and events that are being added to the directory compared with the decrease on the reliance of services. This is due to the support from the Engagement Pod in the Social Development Section working to further develop community groups over the past year.

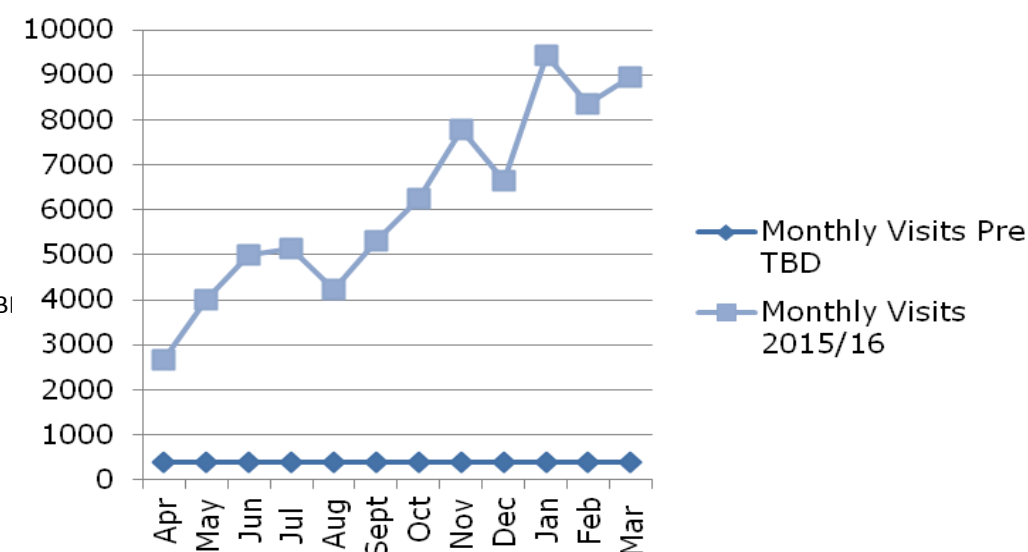
Monthly Visitors



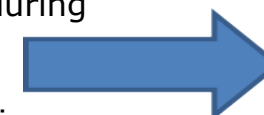
- The line graph above shows that prior to TBD the monthly hits to other directories such as YCYC or Findit4me was averaging around 400 per month



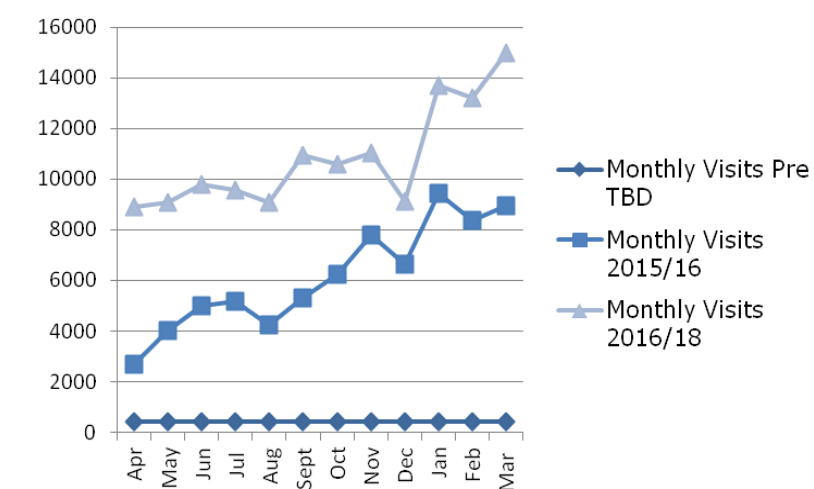
Monthly Visitors



- 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 visits**.
- 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.



Monthly Visitors



- The line graph above shows the increase in the number of monthly hits during 2016/17 compared with the increase in the monthly hits in 2015/16 and prior to TBD.
- On average there have been **10,839** visits per month during 2016/17.
- The highest number of visitors in one month during 2016/17 was March 2017 with **14,978 visits**. This is 137% more than the year's monthly average.
- The general trend during 2016/17 shows that the number of visitors each month increased. Where there have been dips in the number of visitors, this has matched the previous years trend. Again August, December and February have seen a decrease compared to their previous month – perhaps linked to holiday patterns. Where a month has had a significant increase in the number of visitors, this has correlated with heavy promotion in communications with specific areas on TBD.

2016/17

Specific dedicated sections of The Bury Directory aim to enable and support neighbourhood working. These are:

- Community Funding www.theburydirectory.co.uk/communityfunding
- Mental Health www.theburydirectory.co.uk/mentalhealth
- Health and Wellbeing Board www.theburydirectory.co.uk/healthandwellbeingboard
- Helping Yourself to Wellbeing www.theburydirectory.co.uk/helpingyourselftowellbeing
- Armed Forces Areas (Serving Officers and Veterans www.theburydirectory.co.uk/vetsandservingofficers
- Created dedicated pages to inform and update the public on the Community Roadshows in the trailblazer areas
- Listed all available community rooms across the borough in a dedicated area (free and chargeable)
- Created a clear information and advice pathway for Domestic Violence information and services www.theburydirectory.co.uk/domesticviolence
- Created a specific faith category with information about all faith groups and services across Bury linked to the What's On Guide
- 30 Free Hours www.theburydirectory.co.uk/30hours

Coming Soon in 2017/18

Over the next financial year a number of enhancements are planned for The Bury Directory to further support the whole system transformation in Bury which will be mobilised via Neighbourhood Working. These are:

- Site redesign - This will include an integration of categories across both Children services and Communities and Wellbeing along with clear and dedicated health and community sections on the home page.
- Feedback function - A function to collate customer feedback to make changes and measure performance.
- CVS Intranet - This will include a forum, document exchange and training calendar that will further support engagement with the CVS and ensure further improved working relations.
- A dedicated health channel - This will follow full integration with NHS Choices services on TBD and removing the current NHS Choices widget. This will form the basis of a digital social prescribing offer aiming to ease pressure on our services.
- Widget - This will enable people to search TBD from other websites and will ensure more people know about the service.
- Fully rolled out QOLW - The Quality of Life Wheel will be available to all areas of the borough and accessible via the home page on TBD.
- Staffing - The Locality plan is likely to ensure funding to further staff full time support to The Bury Directory to enable to spread its reach and impact much wider.
- Further improving the quality of information available by working with strategic leads to create dedicated topic areas and creating 'accreditation schemes' that are easily recognisable to the public.