

NHS SHALL Group

22 February 2011

Report on the Commissioning Handbook

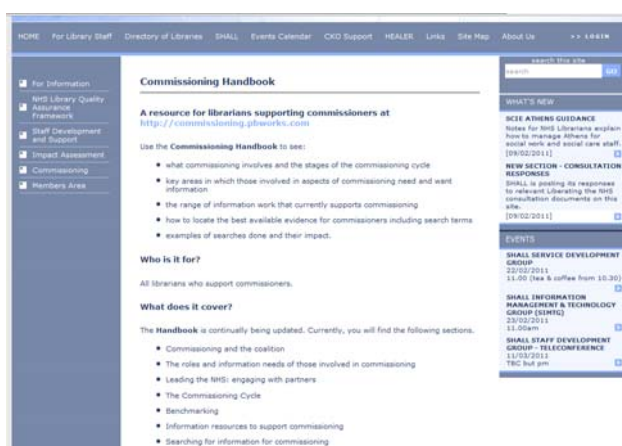
1. Management of the wiki

Management of the wiki passed to SHALL on 1 December, and funding was secured from SHALL for 12 months, with a 6 month review. This covers specialist librarian input from Anne Gray and editorial support from Sharon Riddle, both of whom report to Helen Bingham, the SHALL representative. Other members of the team – Champions and the editorial board continue to support the development of the Handbook in their own time.

2. Progress

A page about the Commissioning Handbook has been added to the SHALL website in the “For Library Staff” section. It has been proposed that regular updates highlighting content are sent to Linda for adding to the “What’s New” section.

In addition, changes have been made to the Handbook to reflect recent changes in Commissioning policy.



A webex meeting was held on 27 January 2011, where the editorial group and Champions discussed activity, content development and promotion.

A number of actions were agreed, including:

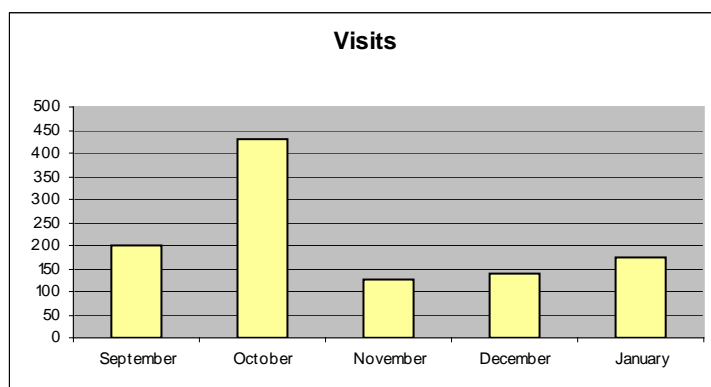
- Developing a template for adding searches, and encouraging librarians to submit their searches to be published on the wiki
- More work to the content to include regional resources

3. Activity

3.1 Visits

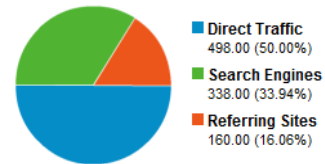
From October 2010 to January 2011 there were 875 visits from 710 unique visitors. A significant peak in visitors to the handbook coincided with the launch of the survey in October. The survey was advertised on 5 October 2010 and closed on 22 October 2010. In that time, there were 316 direct visitors, 80.16% of which were new visitors.

Since that peak, activity has gone down. November 2010 was the quietest month, with only 128 visits. However since then, activity has been gradually rising:



3.2 Traffic sources

Approximately 50% of visitors were direct visitors (eg they typed in the URL or clicked on a bookmark). This is quite a high percentage, as usually direct traffic for the site only accounts for 25% of traffic. The high figure in this analysis is due to traffic generated by the survey in October.

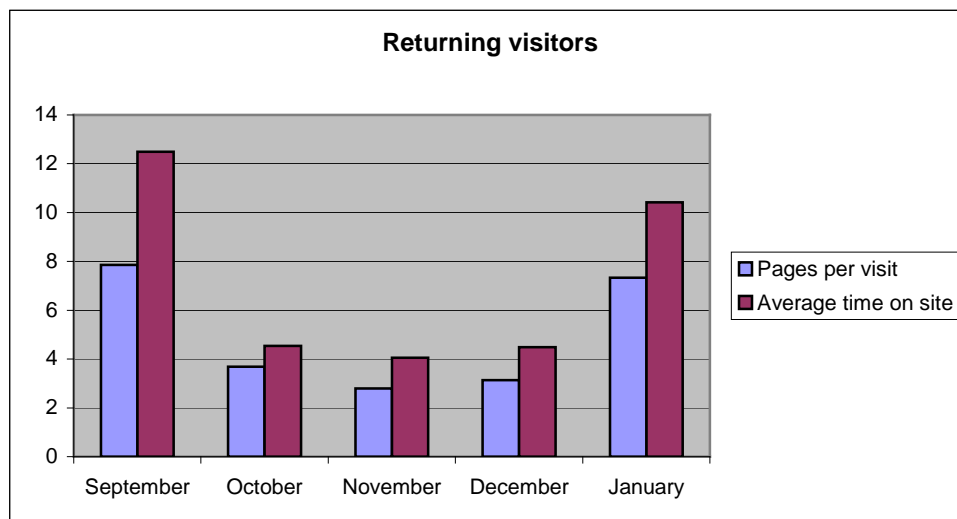


The traffic from referring sites accounts for only 16.06%. These referring sites include www.library.nhs.uk, www.networks.nhs.uk, and www.connectingforhealth.nhs.uk. Links on these sites are important, and the visitors they bring appear to find the Commissioning Handbook of value. An indication of this is the bounce rate (the extent to which visitors only visit one page). The rate for these visits is 32.86% - compared to a site average of 44.46%.

It is hoped that the new page on the SHALL website will be a valuable addition to these referring sites.

3.3 Returning visitors

Activity from returning visitors dipped in October, November and December. However, January has seen a rise in visitors, and an encouraging rise in the average time spent on the site, and the average number of pages visited.



4. Concluding remarks

The agenda for the Commissioning Handbook continues to be centred on:

- Developing content to meet the needs of librarians supporting commissioners.
- Promoting and raising the profile of the handbook further.

Activity figures in early 2011 are encouraging, and it is hoped that with new content, the new page on the SHALL website, this upward trend will continue.

Sharon Riddle
February 2011