

# NHS SHALL Group

29 May 2012

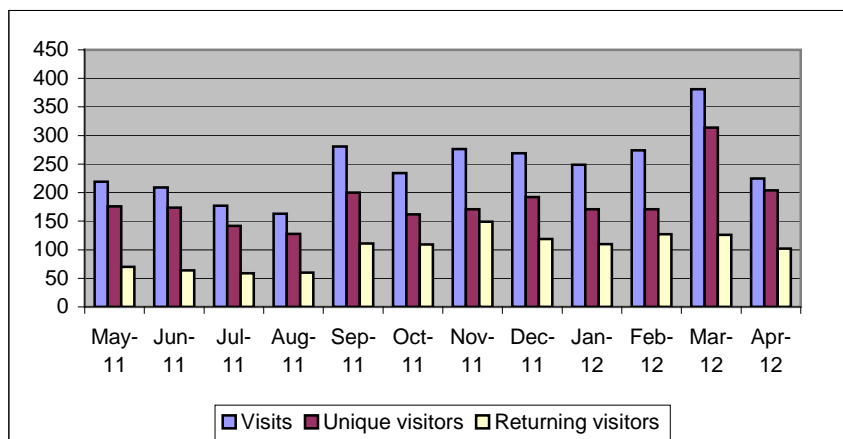
## Report on the Commissioning Handbook for Librarians

### Commissioning Handbook Activity

This analysis covers the past year – May 2011 to April 2012. In this period, there have been a total of 2,987 visits from 1,887 unique visitors.

#### Visits

Since August 2011, there has been a steady increase in visitors to the Handbook. March saw a major rise due to the publicity sent by SHALL.

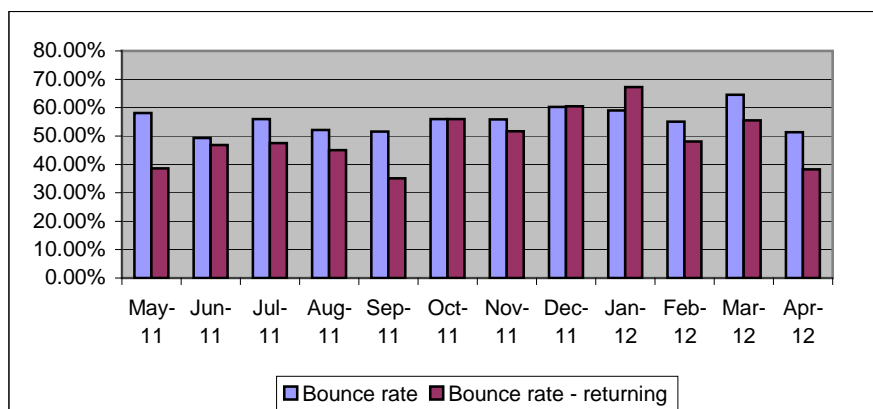


#### Bounce rate

The bounce rate is still high.

Efforts have been made to reformat and improve parts of the Handbook, eg

- creating new content
- updating 7.1 to include the new NHS Operating Framework
- drafting a new type of page to bring together resources on a specific 'hot topic'



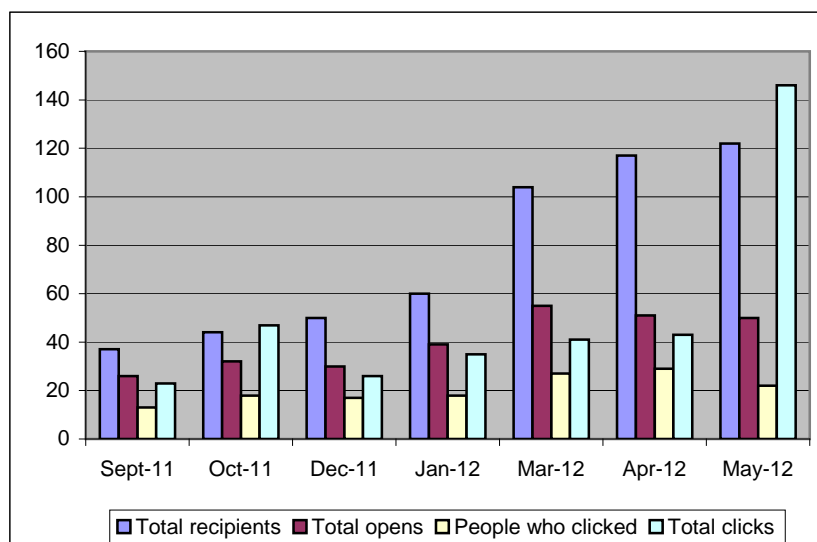
#### Newsletter

Since September, seven issues have been produced:

The number of subscribers is gradually rising. However, the open rate has remained static with a small rise in March which seems to be maintained.

The big rise in March was due to publicity from SHALL.

The high number of total clicks in May is due to a resource recommended by one of our



subscribers – the Local Decision Making Competency Framework.

This shows how the Newsletter and Handbook are working together to inform librarians.

### **Survey**

A short survey was conducted in May to try and gain an insight to the value of the newsletter. 27 people completed the survey. The findings are:

- We asked *What do you think of the Commissioning Handbook?* Out of the 13 who answered, 11 agreed it should be maintained and developed (8 strongly).
- 12 indicated that they found the Handbook useful – discovering new resources (8 people), helping understanding (5 people) and answering a specific question (3 people).
- We asked *What do you think of the Newsletter?* Out of the 12 who answered, 11 agreed it should be continued (6 strongly).
- 40% had never visited the handbook and 6 people didn't think that their colleagues were aware of it.
- Only half respondents receive the newsletter.
- Only one respondent suggested an improvement, suggesting that the wiki format could be changed to a proper website so that links don't get buried.

We've also asked for narratives or 'stories' about the support they currently provide to commissioners. One has been received so far, and will be added to the Handbook.

### **Concluding remarks**

- The Handbook continues to attract visitors and appears to work well with the Newsletter in promoting new resources.
- New plans for Hot topics and ideas for reorganising content so that links aren't buried are already under discussion. This should be followed through.
- The survey indicated that there is still a need to promote the Handbook and Newsletter as not everyone is aware of it. This may be particularly true of those new to commissioning.
- The results of the survey revealed support for the continuation of both the Handbook and Newsletter.

It is therefore recommended that SHALL continues to support the Handbook and Newsletter for a further six months.

Sharon Riddle  
May 2012