

# NHS SHALL Group

20 November 2012

## Report on the Commissioning Handbook and Newsletter

### Commissioning Handbook Activity

Over the past few months, the following activity has taken place:

- “For Librarians” was removed from the title of the handbook
- A “Hot Topics” section was added to the handbook – the first page in the section is Urgent Care.
- Newsletters were sent out in September and October
- Major revisions were undertaken on a number of pages, including 4.4 Deciding Priorities.

### Analysis of site activity

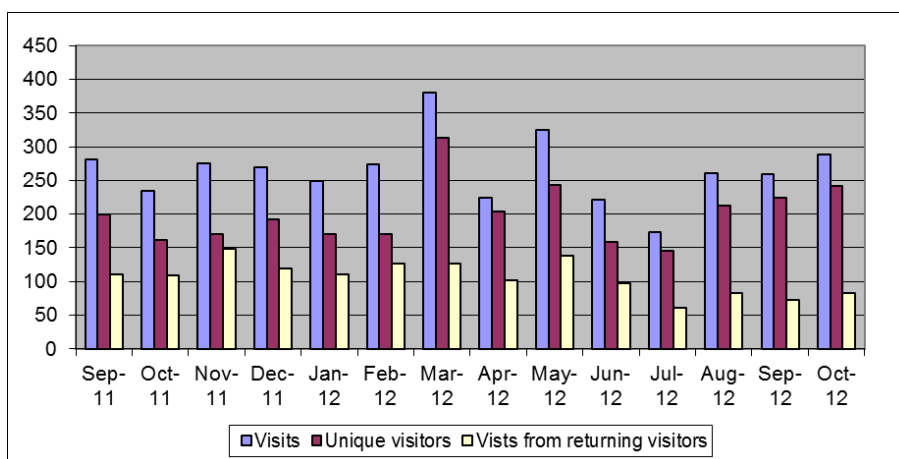
This analysis covers the past year – November 2011 to October 2012. In this period, there have been a total of 3,233 visits from 2,083 unique visitors.

#### Visits

Following a quiet period over the summer, visits have been gradually rising. An increase in visits from referring sites has contributed to this.

Referrals have been from:

- [www.networks.nhs.uk](http://www.networks.nhs.uk)
- [www.libraryservices.co.uk](http://www.libraryservices.co.uk)
- [www.lihnn.nhs.uk](http://www.lihnn.nhs.uk)
- [www.connectingforhealth.nhs.uk](http://www.connectingforhealth.nhs.uk)



Analysis shows that about 39% of visits (52% of page views) are made by returning visitors, with 17% of visits (28% of page views) made by people who have returned 9 or more times. It is assumed that these returning visitors represent librarians working with commissioners - our target audience.

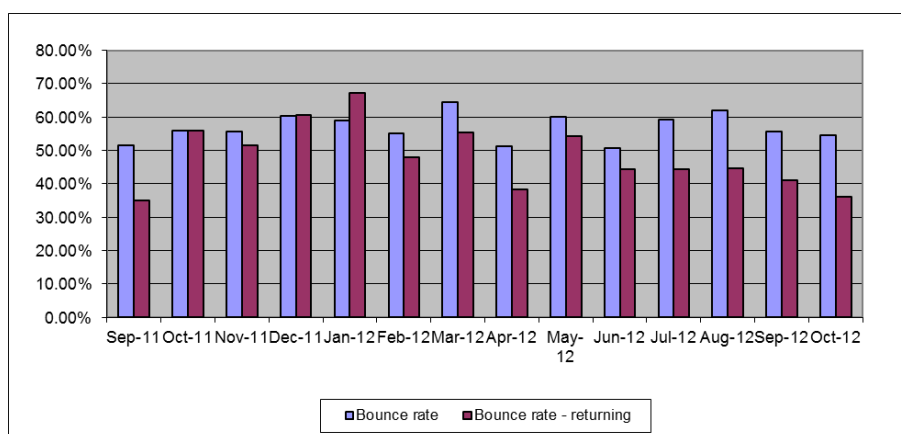
An analysis of networks accessing the Handbook reveals that more than 50% of all visits over the year are from NHS and health-related locations as would be expected. The figure is a lot higher for returning visitors. The top 10 locations for returning visitors can be seen in Appendix 1.

#### Pages visited

It is encouraging to see that the top 10 pages visited over the last three months have corresponded with the pages which have been revised or created, for example the Hot Topics received 98 visits over the period. See Appendix 2 for more detail.

#### Bounce rate

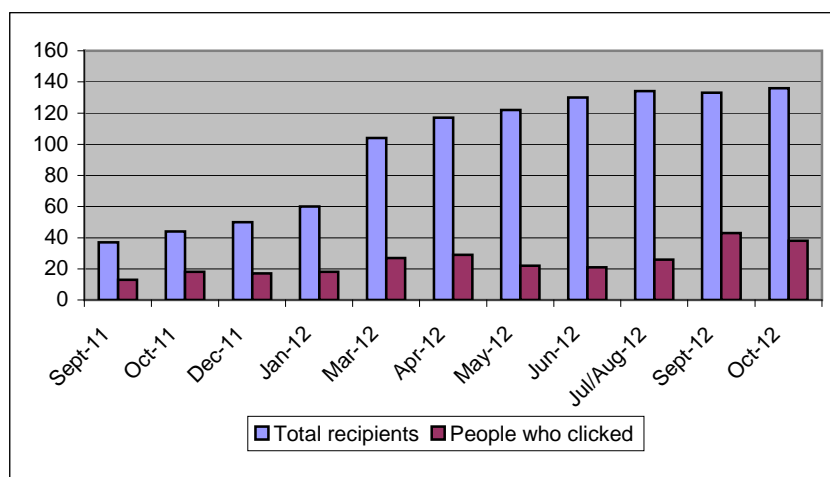
Over the past few months, the bounce rate has gradually improved. This could be due to recent work outlined above.



## Newsletter

The number of subscribers is currently at 136. It is possible that this figure represents most of the librarians working within this field.

The graph on the left indicates the response to all issues. However as it is possible to read the Newsletter without clicking on links, this does not represent the number of people who view the Newsletter.



## Concluding remarks

- There has been a slight improvement in visitor numbers and the bounce rate over the last couple of months. Also the pages that have recently worked on have proved to be popular. This seems to indicate that recent changes have had a positive effect and that there is a continuing demand for the resource.
- Many visitors are using NHS networks, and the analysis of where they come from reveals a countrywide spread.
- Subscriber numbers of the newsletter have plateaued in the mid-130s, but it is not possible to ascertain exactly how the newsletter is actually used by subscribers.
- Subscribers to the newsletter may represent a significant proportion of librarians working within this area, and could therefore be a useful tool to communicate with this group.
- It is recommended that funding for the Handbook and Newsletter continues for a further period of 6 months to enable us to develop and revise more sections of the handbook and continue to support this developing group of librarians and commissioners.

Sharon Riddle and Anne Gray  
November 2012

## Appendix 1

### Top 25 locations of returning visitors - November 2011 to October 2012

Town/City	Visits
London	493
Glasgow	82
Milton Keynes	60
Kensington	58
Manchester	57
Solihull	42
Newcastle upon Tyne	39
Birmingham	32
Aberdeen	26
Leicester	20
Oxford	19
Stafford	19
St Annes	11
Chatham	9
Darlington	9
Nottingham	9
Liverpool	8
Huyton-with-Roby	7
Leeds	7
Wolverhampton	7
Luton	6
Reading	6
Taunton	6
Worcester	6
Brighton	5

## Appendix 2

### Top 10 pages for returning visitors - August to October 2012

Page	Pageviews
Welcome to the Commissioning Handbook	232
Hot Topic: Urgent care	98
02 1 Commissioning and the Coalition	69
04 4 Deciding priorities	56
04 0 The commissioning cycle	47
07 2 Commissioning for specific populations	44
07 3 Commissioning for specific diseases or conditions	44
00 Contents	41
03 1 Clinical Commissioning Groups	38
11 Organisations that support commissioners	32