



# Registered providers and groups performance report May 2017 to April 2018

[www.eastsussex1space.co.uk](http://www.eastsussex1space.co.uk)

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1Space is Adult Social Care & Health's **free** self-service online directory for care, support and wellbeing services.

It's a great way to tell people in East Sussex about what you do and what you can offer.

This report lets you know how people use 1Space, some recent changes to the site and also gives a glimpse of further improvements in the pipeline.

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## Statistics

**Services** – At the end of April 2018 there were 1,932 services and groups listed in 1Space, providing local and national help for East Sussex residents. The site lists a range of services from personal assistants to home care to day centres to care homes to support groups.

**Visitors** – Between 01 May 2017 and 30 April 2018, 1Space averaged well over 4,000 views a week.



The dip in the chart above is an expected dip over the Christmas holidays.

**Searches** – Over 9,000 searches were made within 1Space using the Search field. Nearly 5,000 different search terms were used: the most popular terms related to personal assistants, dementia, befriending and homecare.

**Categories** – Some people prefer to browse through the categories and just over 42,000 searches were made this way. The most popular categories to visit were Living at Home, Health and Wellbeing, Sheltered / Supported / Extra Care Housing, Personal Care, and Housing and Accommodation.

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## Updates to 1Space in 2017/2018

**Categories** – Lots of visitors were searching for Personal Assistants so we moved the category to the home page to make it easier to find. We also reduced the number of categories to clear out clutter.

**Filters** – To help visitors narrow down a long list of results and find services relevant to them, we've added a number of Search Filters to Residential Homes and Personal Assistants categories, and we'll be extending this feature to other categories.

**Search function** – Improvements were made to how the search operates to help visitors find only what they're looking for.

**Summary field** – This new field is shown in the search results lists and you can use it for straplines and unique selling points that encourage visitors to select your service.

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## Marketing of 1Space

The council's promotion of the site means your service benefits and can lead to you getting more contacts and clients. We continue to publicise 1Space using:

- Postcards
- Posters
- Some GP websites
- Publications within the council
- Attending events and meetings
- Libraries
- East Sussex County Council's intranet and widgets on the council's website
- Liaising with Locality Link Workers in the East Sussex Better Together programme



And later this year we're aiming to start advertising using social media such as Twitter and Facebook.

We'd love to hear from you if you have any suggestions for where else we can promote 1Space.

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## Future updates to 1Space

We're undergoing a re-brand! The colour scheme of the site will change later in 2018 so that it ties in with the council's website. We'll also be tweaking the homepage to move the categories higher up.

The address of the site will change so that it becomes a .GOV.UK site. We know the public trust government sites plus it will make 1Space even easier to find as we know that search engines such as Google and Bing give priority to .GOV.UK sites.

The way you make updates to your entry on the site will be slightly different – you'll be able to save a draft before sending it and if you're making updates to several tabs, you'll be able to submit them in one go. We'll get some guidelines ready to help.

We'll also continue to

- implement the annual review of all services – keeping entries up to date is essential to maintain trust in the site
- review and tidy up the categories, add new search filters so that visitors can quickly find what they need without having to read about services that are irrelevant to them
- share best practice with other local authorities
- look at stronger links between the East Sussex County Council website and 1Space
- look into how we can exploit new features that are being introduced and share them with you

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## And finally...

What feedback do you get about 1Space? Have you been told that someone found you through 1Space? Did they find it easy to find you on there? Do let us know.

We hope you found this report helpful and informative. Please let us know what you thought of it by dropping us a line.

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## How to contact 1Space

Email us at [1spaceadmin@eastsussex.gov.uk](mailto:1spaceadmin@eastsussex.gov.uk).

Or, if you're working in 1Space, you can click on Contact Admin



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## Background

Set up in November 2012, 1Space is a self-service directory of services, groups and businesses: one place to find a range of care, support and wellbeing provision across the county.

It was developed by East Sussex County Council's Adult Social Care and Health Department for use by the public and those supporting them – for example friends and families, staff in the council and voluntary organisations.

The aim was to create a site where groups, organisations and individuals who provide care and support in East Sussex could:

- add details about their services and groups free of charge
- keep the information up to date themselves
- benefit from the council's promotion of the directory
- reach a wider audience

If you provide care and support in East Sussex and would like to have an entry on 1Space, you can find out how to list your service free of charge by emailing us or by visiting [East Sussex 1Space/providers guide](#)