

Children's Centre webpages on Barnet Online

www.barnet.gov.uk/childrens-centres

1 April – 30 September 2012

Background

In mid-April 2012 the new version of Barnet Online (Barnet Council's corporate website) was launched and a few changes were made to the way the Children's Centre webpages appeared online.

The main change to the new site is the introduction of a 'directory' for Children's Centres, where each centre has their own 'record', which can be used as the Children's Centre webpage.

Directories allow for content authors based in the Early Intervention and Prevention Team to publish, update and maintain the Children's Centre data and link them to Google maps. Directories also allow for content to be instantly updated on the live site when changes are made in the back end of the website, rather than being passed through a lengthy workflow, which relies on approval from two 'content approvers', which previously resulted in a delay in information being updated to the live site.

Web hits

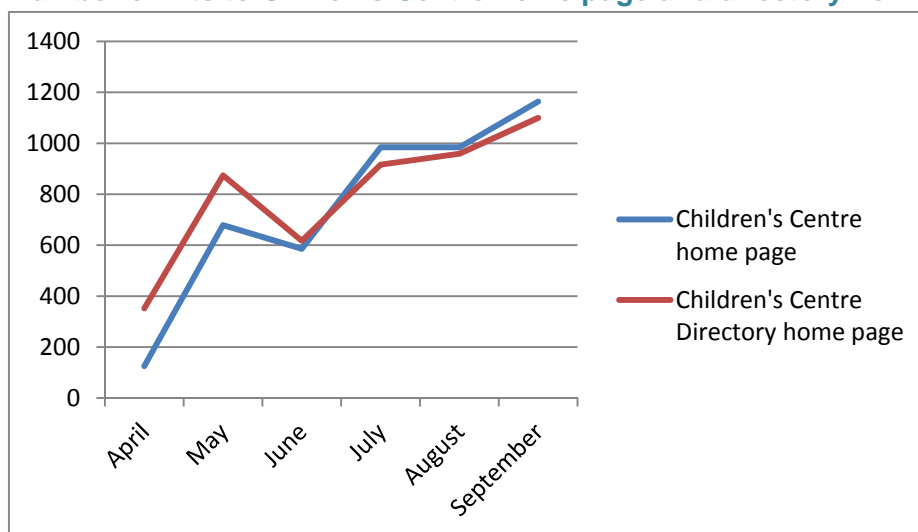
Children's Centre home pages

During the period 1 April 2012 – 30 September 2012 there were a total of 23,290 hits to the Children's Centre web pages on Barnet Online.

Currently, each Children's Centre has their own web page which is held in a 'directory' on Barnet Online. In addition to these pages there is a Children's Centre directory home page and a Children's Centre home page. In total these account for 15 Children's Centre webpages. The Children's Centre home page is a generic page explaining the aims of Children's Centres, it also has a link to the eStart family registration form and the Children's Centre Directory.

There were 4,522 hits to the Children's Centre home page (www.barnet.gov.uk/childrens-centres), and 4,818 hits to the Children's Centre directory home page (www.barnet.gov.uk/childrens-centres-directory), giving a total of 9,340 hits to the two pages.

Figure 1 - Number of hits to Children's Centre home page and directory home page



Page	Apr	May	Jun	Jul	Aug	Sept	Total
Children's Centre home page	125	679	586	984	984	1164	4522
Children's Centre directory home page	352	874	617	916	959	1100	4818

When the new website was launched in April the URL¹ for the Children's Centre home page originally navigated to the Children's Centre directory home page until the beginning of May. This is the reason why there were over 200 more hits to the directory homepage when it first launched.

The Children's Centres homepage URL has been widely publicised on leaflets, posters and other literature that has been produced, whereas the directory home page has not.

Although the URL to the Children's Centre directory home page has not been widely publicised, there are links to the directory homepage on a number of other relevant Children's Service pages across Barnet Online including: parent support, childcare, FYi etc. and this would have contributed to the higher number of hits to this page.

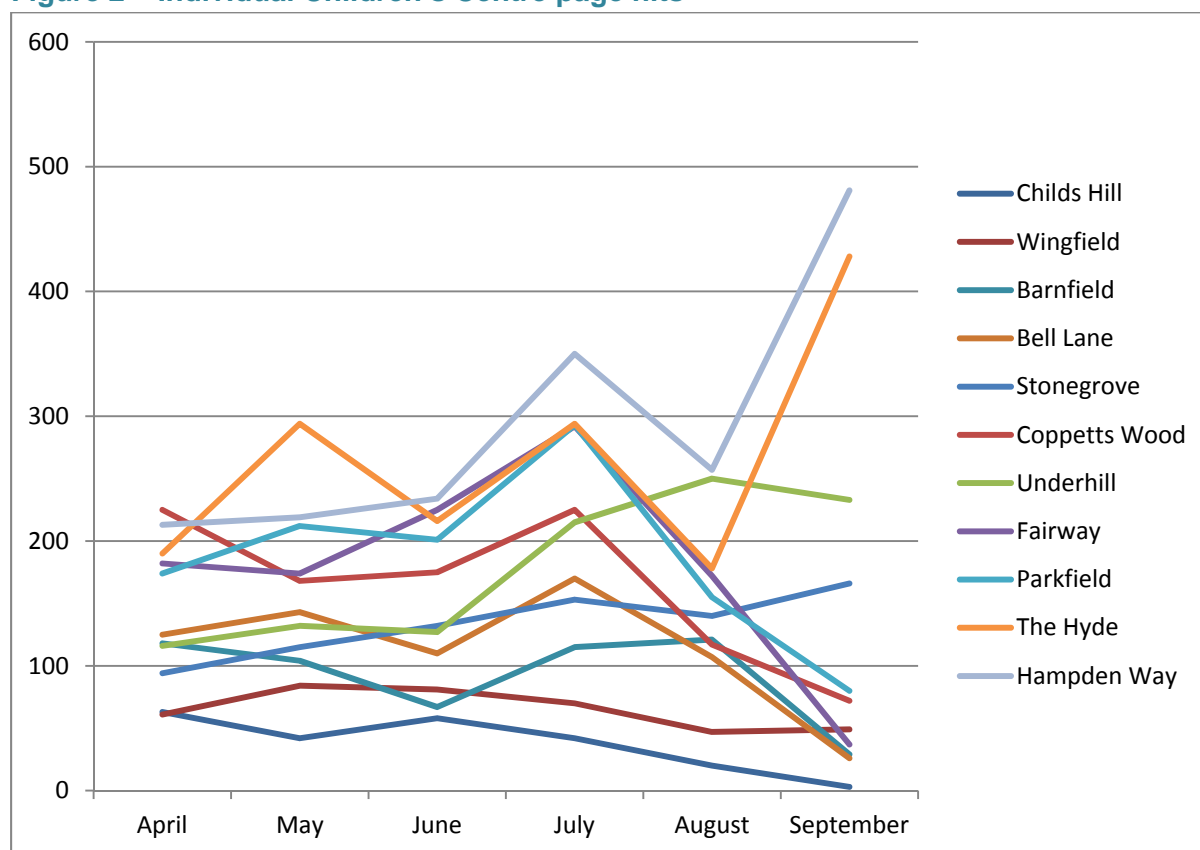
¹ URL – this is the specific web address i.e. www.barnet.gov.uk/childrens-centres.

All Children's Centres

Figure 2 shows the hits to all of the individual centres pages between 1 April – 30 September 2012.

There is a peak in the hits in July; this coincides with the school holidays; when parents will be looking for activities.

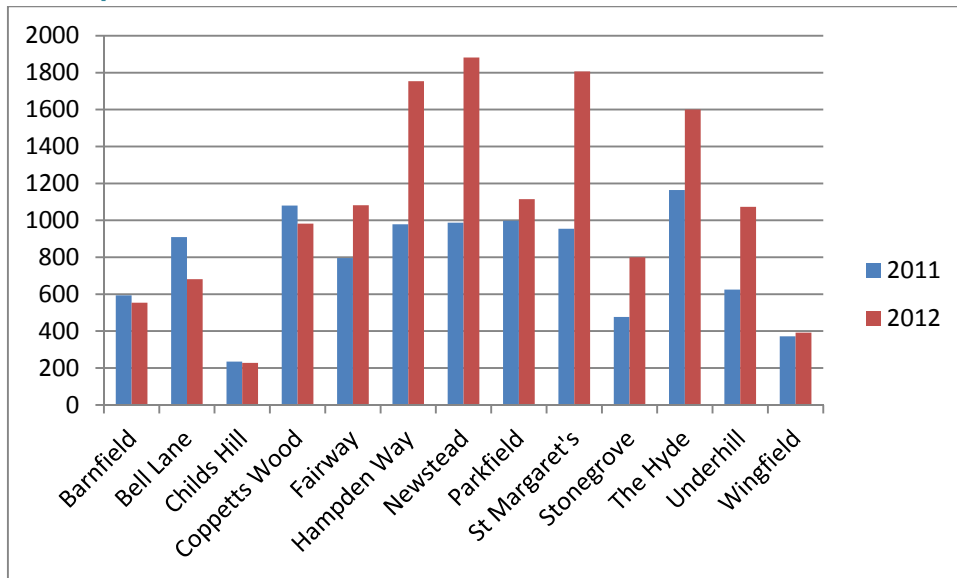
Figure 2 – Individual Children's Centre page hits



Page	Apr	May	Jun	Jul	Aug	Sept	Total
Barnfield	118	104	67	115	121	29	554
Bell Lane	125	143	110	170	107	26	681
Childs Hill	63	42	58	42	20	3	228
Coppetts Wood	225	168	175	225	117	72	982
Fairway	182	174	225	292	172	37	1082
Hampden Way	213	219	234	350	257	481	1754
Newstead	292	254	277	372	318	369	1882
Parkfield	174	212	201	293	155	80	1115
St Margaret's	246	234	259	346	286	436	1807
Stonegrove	94	115	132	153	140	166	800
The Hyde	190	294	216	294	178	428	1600
Underhill	116	132	127	215	250	233	1073
Wingfield	61	84	81	70	47	49	392
Total	2576	3728	3365	4837	4111	4673	23290

Figure 3 shows the total number of hits for each centre's pages in the period 1 April – 30 September in 2011 and 2012.

Figure 3 – Comparison of hits from 2011 - 2012

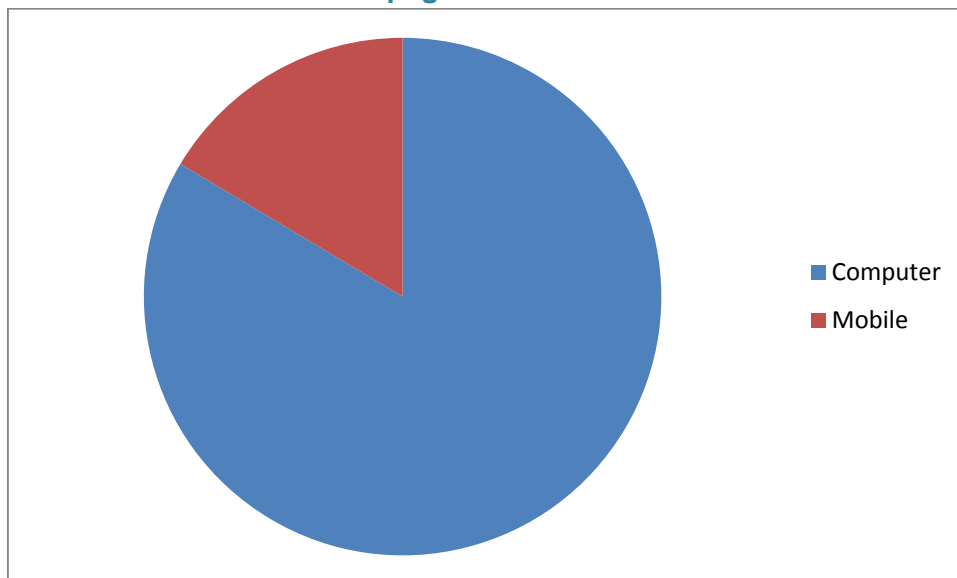


Between April and September 2011 there was a total of 10,170 hits to all of the Children's Centre pages, this has increased by 37 per cent to 13,950 for the same period in 2012.

Barnfield, Bell Lane and Coppetts Wood have all seen a decline in their hits during 2012. Childs Hill has stayed at the same level and the other nine centres have seen an increase in the number of people accessing their information online.

Figure 4 shows the percentage of hits to the 15 Children's Centre webpages that came from mobile devices (phones, ipads, etc.)

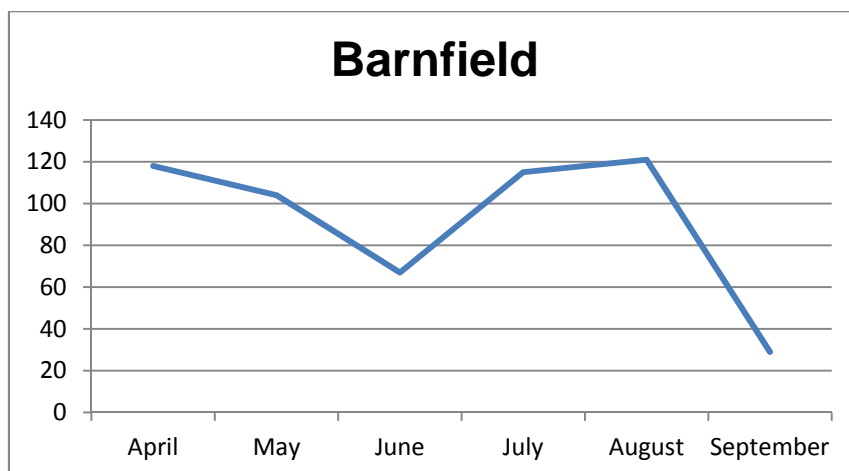
Figure 4 – Hits to Children's Centre pages from mobile devices



17 per cent of the total hits to the Children's Centre pages between April and September 2012 came from mobile devices.

Barnfield

Between 1 April – 30 September 2012 Barnfield (www.barnet.gov.uk/barnfield) had 554 hits in total, with peaks in April, July and August, with noticeable troughs in June and September.

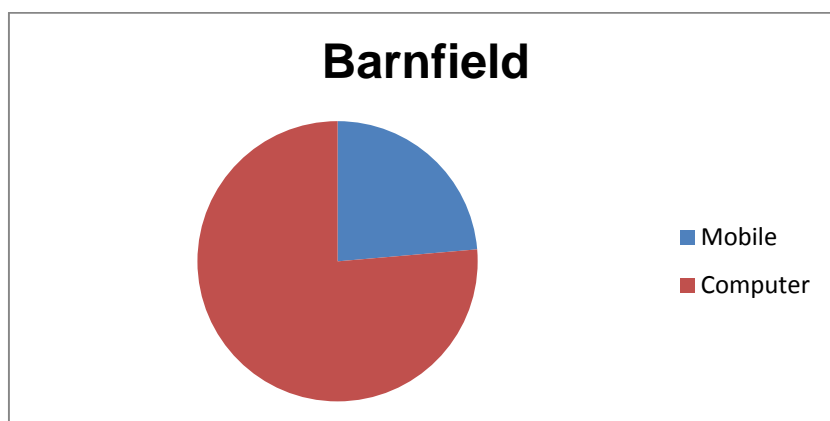


Apr	May	Jun	Jul	Aug	Sept	Total
118	104	67	115	121	29	554

During the same period in 2011 Barnfield received 594 hits overall; 7 per cent more hits than they received in 2012.

There is no link to the Barnfield Children's Centre webpage on Barnet Online from the Barnfield School website. If there was a link from here it may increase the number of hits to this page.

24 per cent of the hits to the Barnfield web page were made from mobile devices as the chart below shows.

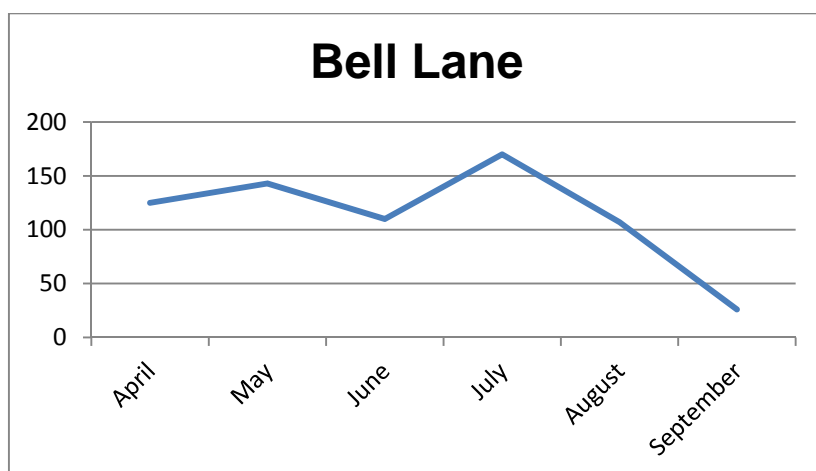


Recommendations:

- Add a link from the Barnfield School website to the Barnfield Children's Centre page
- Include Barnfield Children's Centre web address on all promotional materials including timetables and leaflets.
- Update existing webpage with leaflet and other news about the centre.

Bell Lane

Between 1 April – 30 September 2012 Bell Lane (www.barnet.gov.uk/bell-lane) had 681 hits in total, with a peak in July and noticeable troughs in June, August and September.

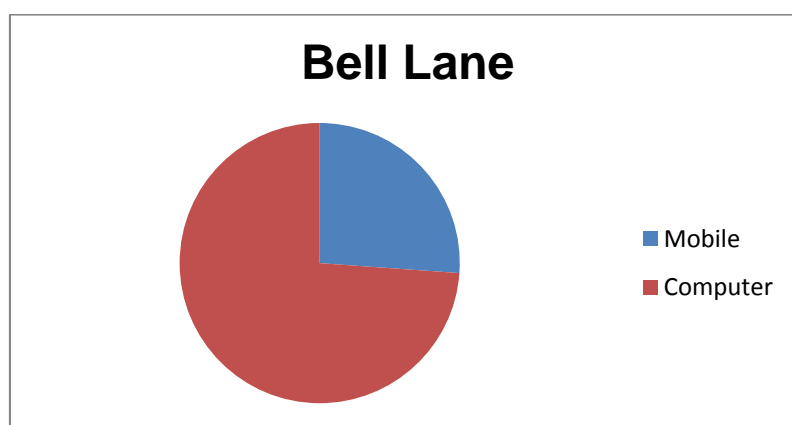


Apr	May	Jun	Jul	Aug	Sept	Total
125	143	110	170	107	26	681

During the same period in 2011 Bell Lane received 909 hits overall; 33 per cent more hits than they received in 2012. This was the largest drop in percentage of hits when compared with the other Children's Centre pages.

There is no link to the Bell Lane Children's Centre webpage on Barnet Online from the Bell Lane School website. If there was a link from here it may increase the number of hits to this page.

26 per cent of the hits to the Bell Lane web page were made from mobile devices as the chart below shows.

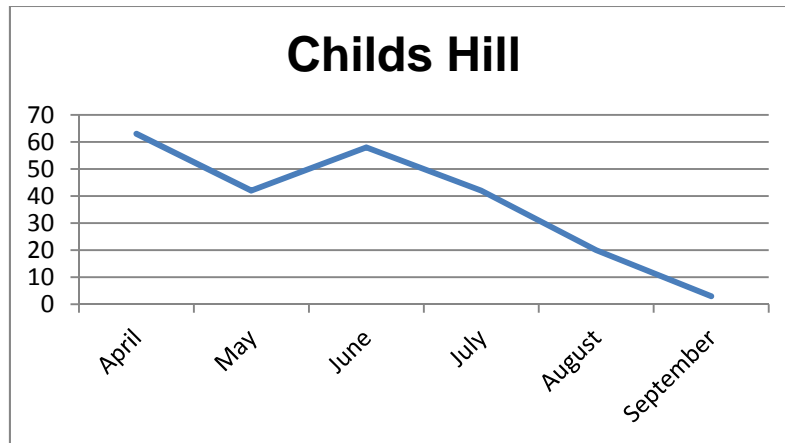


Recommendations:

- Add a link from the Bell Lane School website to the Bell Lane Children's Centre page
- Include Bell Lane Children's Centre web address on all promotional materials including timetables and leaflets.
- Existing webpage is very text heavy, content could be cut down.

Childs Hill

Childs Hill (www.barnet.gov.uk/childs-hill) received the least amount of hits between 1 April – 30 September 2012, with a total of 228 hits. From June there has been a steep decline in the traffic to this web page.

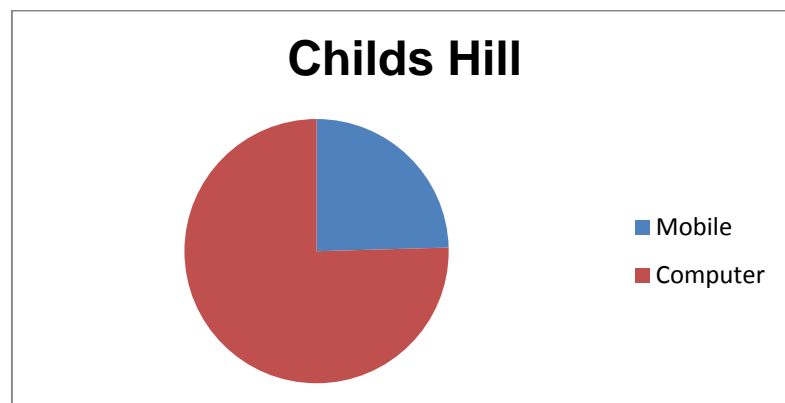


Apr	May	Jun	Jul	Aug	Sept	Total
63	42	58	42	20	3	228

During the same period in 2011 Childs Hill received 235 hits overall; 3 per cent more hits than they received in 2012.

There is no link to the Childs Hill Children's Centre webpage on Barnet Online from the Childs Hill School website. If there was a link from here it may increase the number of hits to this page.

25 per cent of the hits to the Childs Hill web page were made from mobile devices as the chart below shows.

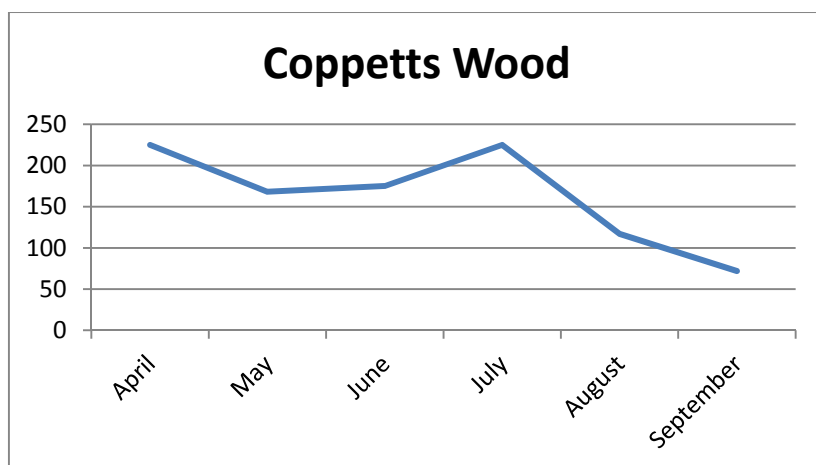


Recommendations:

- Add a link from the Childs Hill School website to the Childs Hill Children's Centre page
- Include Childs Hill Children's Centre web address on all promotional materials including timetables and leaflets.
- Update existing webpage with leaflet and other news about the centre.

Coppetts Wood

Coppetts Wood (www.barnet.gov.uk/coppetts-wood) received a total of 982 hits between 1 April – 30 September 2012. There were peaks in the hit rates in April and July, with a steep decline of hits through August and September.

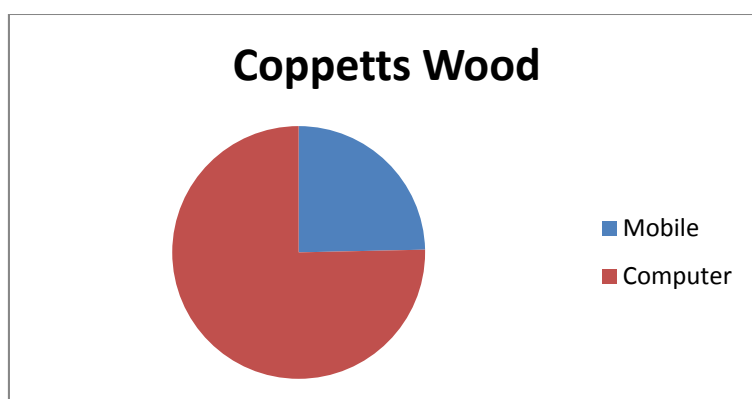


Apr	May	Jun	Jul	Aug	Sept	Total
225	168	175	225	117	72	982

During the same period in 2011 Coppetts Wood received 1080 hits overall; 9 per cent more hits than they received in 2012.

There is no link to the Coppetts Wood Children's Centre webpage on Barnet Online from the Coppetts Wood School website. If there was a link from here it may increase the number of hits to this page.

25 per cent of the hits to the Coppetts Wood web page were made from mobile devices as the chart below shows.

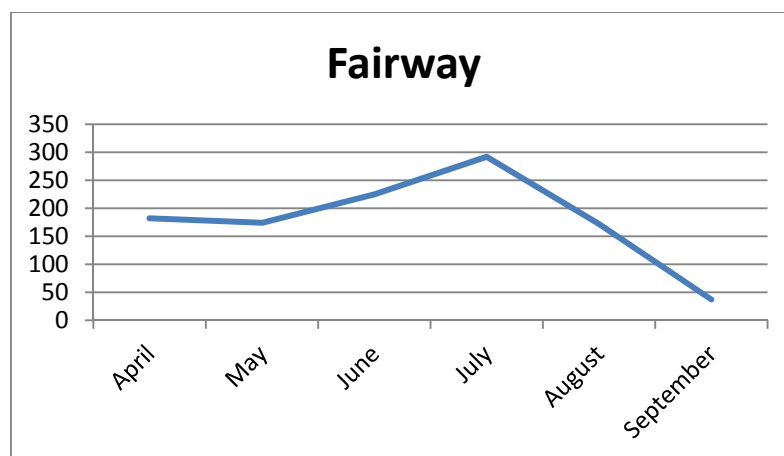


Recommendations:

- Add a link from the Coppetts Wood School website to the Coppetts Wood Children's Centre page
- Include Coppetts Wood Children's Centre web address on all promotional materials including timetables and leaflets.
- Update existing webpage with leaflet and other news about the centre.

Fairway

Between 1 April – 30 September 2012 Fairway (www.barnet.gov.uk/fairway) received a total of 1,082 hits. There was a peak in the number of hits to this page in July, but through August and September there has been a steep decline.

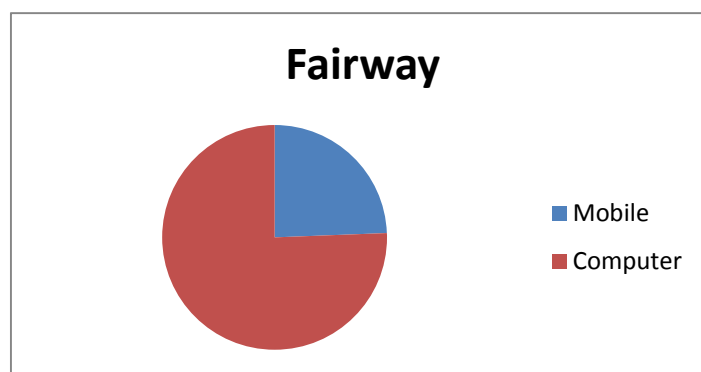


Apr	May	Jun	Jul	Aug	Sept	Total
182	174	225	292	172	37	1082

There has been a 26 per cent increase in the hits to the Fairway page during the period 1 April – 30 September 2012 compared with the same period in 2011 where there were 796 hits in total.

There is no link to the Fairway Children's Centre webpage on Barnet Online from the Fairway School website, however there is a link to the main Children's Centre homepage. If there was a link from the school website to the Fairway page this would be a better way of promoting the centre.

24 per cent of the hits to the Fairway page were made from mobile devices as the chart below shows.

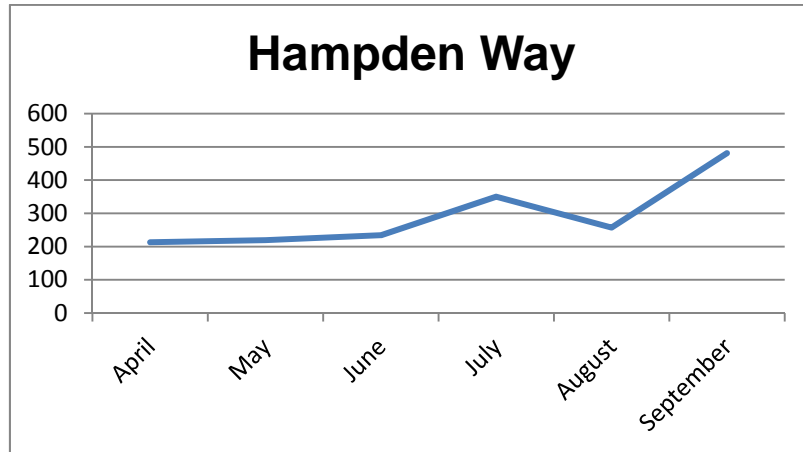


Recommendations:

- Update the link on the Fairway School page to link directly to the Fairway Children's Centre page
- Upload links to the Fairway page from the Fairway Facebook page.
- Update existing webpage with leaflet and other news about the centre.

Hampden Way

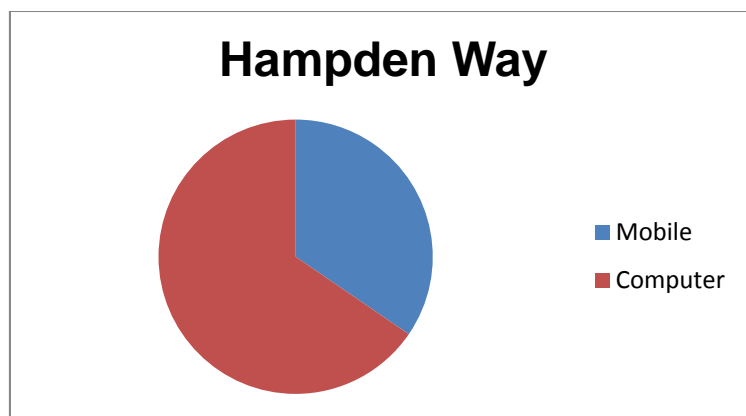
Hampden Way (www.barnet.gov.uk/hampden-way) received a total of 1,754 hits between 1 April – 30 September 2012. Between April – June the hits remained at a steady rate, picking up in July with a trough in August. There has been a considerable increase in the hit rate for September.



Apr	May	Jun	Jul	Aug	Sept	Total
213	219	234	350	257	481	1754

There has been a 44 per cent increase in the hits to the Hampden Way page during the period 1 April – 30 September 2012 compared with the same period in 2011 where there were 979 hits in total.

Hampden Way had the highest percentage of hits from mobile devices out of all of the Children's Centre webpages, with 35 per cent as the chart below shows.

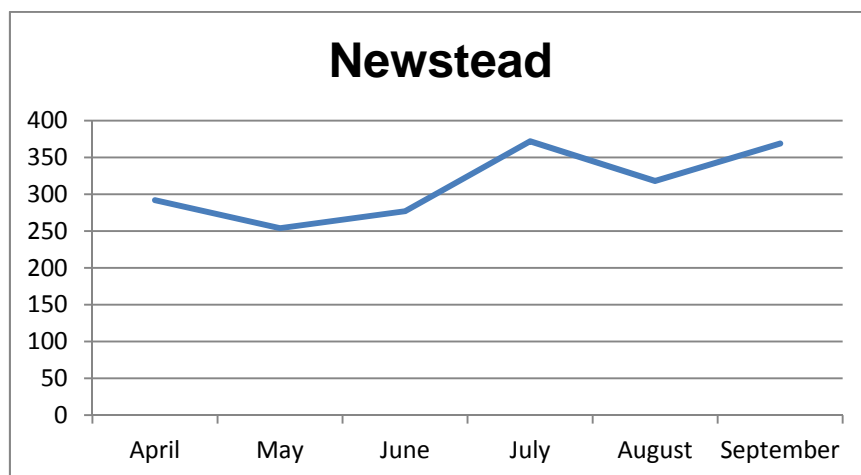


Recommendations:

- Include Hampden Way Children's Centre web address on all promotional materials including timetables and leaflets.
- Update existing webpage with leaflet and other news about the centre.

Newstead

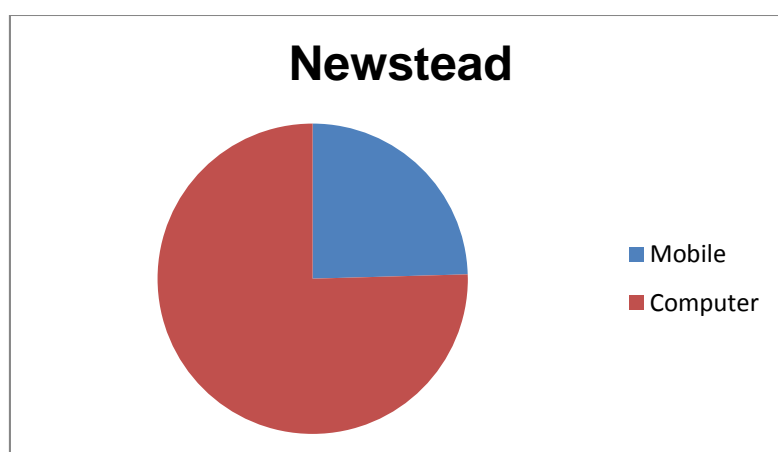
Newstead (www.barnet.gov.uk/newstead) received the highest number of hits out of the Children's Centre pages, with a total of 1,882 hits between 1 April – 30 September 2012. The hits have continued at a steady rate during this six month period, with a small peak in July and again in September.



Apr	May	Jun	Jul	Aug	Sept	Total
213	219	234	350	257	481	1754

There has been a 43 per cent increase in the hits to the Newstead page during the period 1 April – 30 September 2012 compared with the same period in 2011 where there were 987 hits in total.

25 per cent of the hits to the Newstead page were made from mobile devices as the chart below shows.

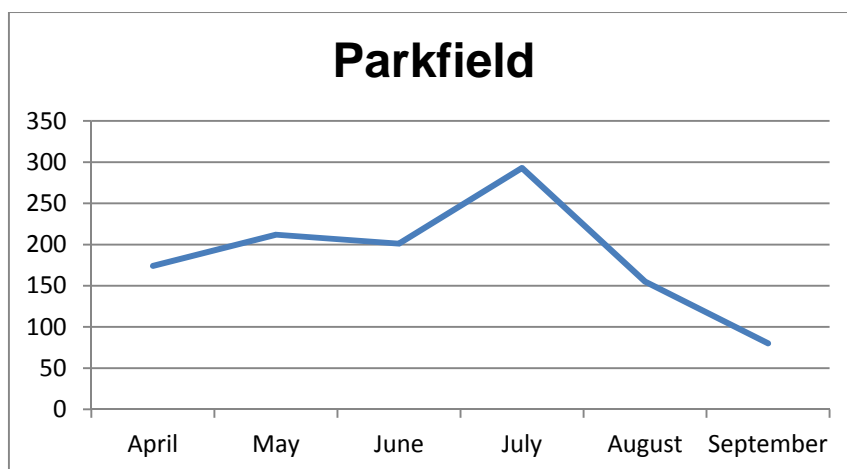


Recommendations:

- Include Newstead Children's Centre web address on all promotional materials including timetables and leaflets.
- Update existing webpage with leaflet and other news about the centre.

Parkfield

Between 1 April – 30 September 2012 Parkfield (www.barnet.gov.uk/parkfield) received a total of 1,115 hits. There was a peak in the hits in July and the numbers have been declining through August and September.

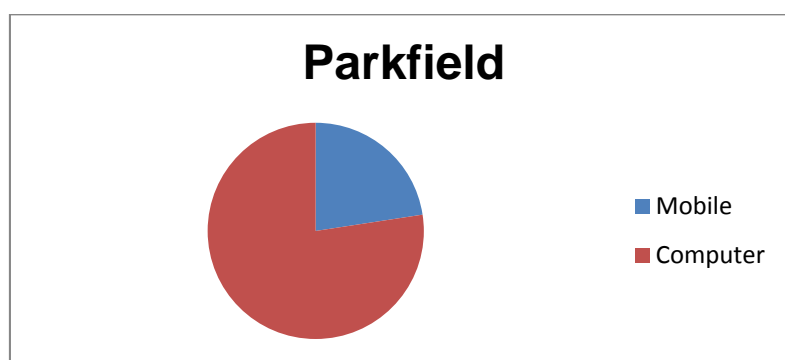


Apr	May	Jun	Jul	Aug	Sept	Total
174	212	201	293	155	80	1115

There has been a 10 per cent increase in the hits to the Parkfield page during the period 1 April – 30 September 2012 compared with the same period in 2011 where there were 998 hits in total.

There is no link to the Parkfield Children's Centre webpage on Barnet Online from the Parkfield School website. If there was a link from here it may increase the number of hits to this page.

23 per cent of the hits to the Parkfield page were made from mobile devices as the chart below shows.

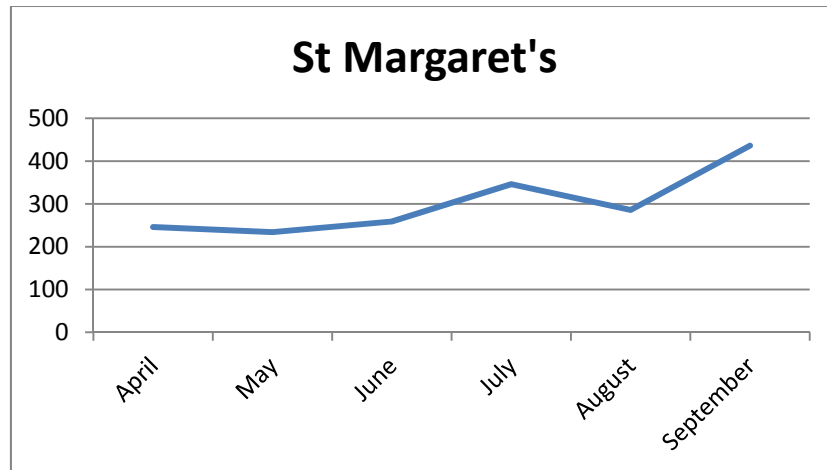


Recommendations:

- Add a link from the Parkfield School website to the Parkfield Children's Centre page
- Include Parkfield Children's Centre web address on all promotional materials including timetables and leaflets.
- Update existing webpage with leaflet and other news about the centre.

St Margaret's

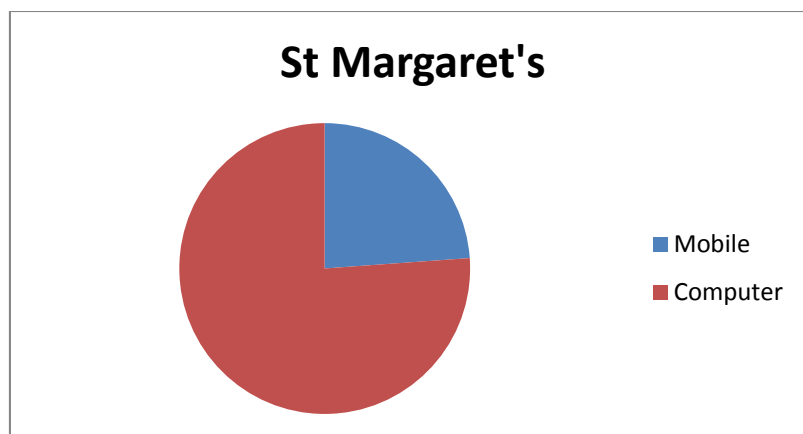
St Margaret's (www.barnet.gov.uk/st-margarets) received a total of 1,807 hits between 1 April – 30 September 2012. The hits have been increasing on a monthly basis, with a small drop in August, but picking up a considerable amount in September.



Apr	May	Jun	Jul	Aug	Sept	Total
246	234	259	346	286	436	1807

Out of all of the Children's Centre pages, St Margaret's had the largest percentage increase in hit rates for the period 1 April – 30 September 2012 when compared with the figures from 2011. There has been a 47 per cent increase in the hits to the St Margaret's page 2012 compared with the same period in 2011 where there were 954 hits in total.

24 per cent of the hits to the St Margaret's page were made from mobile devices as the chart below shows.

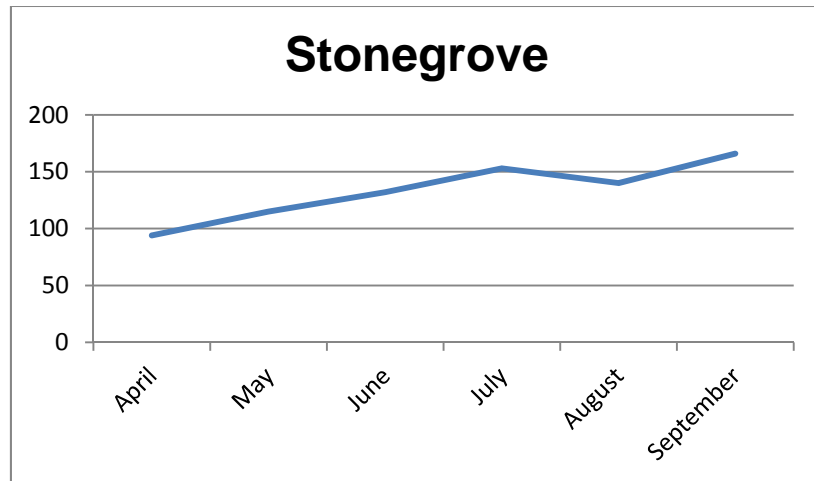


Recommendations:

- Include St Margaret's Children's Centre web address on all promotional materials including timetables and leaflets.
- Update existing webpage with leaflet and other news about the centre.
- Look at the months where there are not as many hits and better promote the web page through these months.

Stonegrove

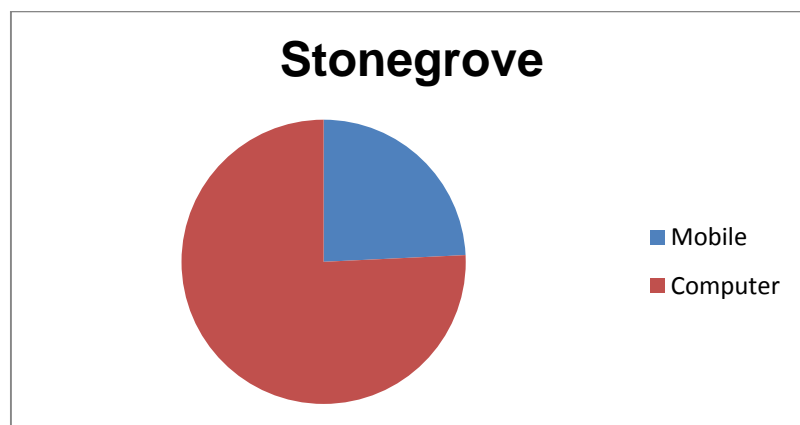
Stonegrove (www.barnet.gov.uk/stonegrove) received a total of 800 hits between 1 April – 30 September 2012. The hits have been increasing on a monthly basis, with a small drop in August, but picking up again in September.



Apr	May	Jun	Jul	Aug	Sept	Total
94	115	132	153	140	166	800

There has been a 40 per cent increase in the hits to the Stonegrove page during the period 1 April – 30 September 2012 compared with the same period in 2011 where there were 477 hits in total.

24 per cent of the hits to the Stonegrove page were made from mobile devices as the chart below shows.

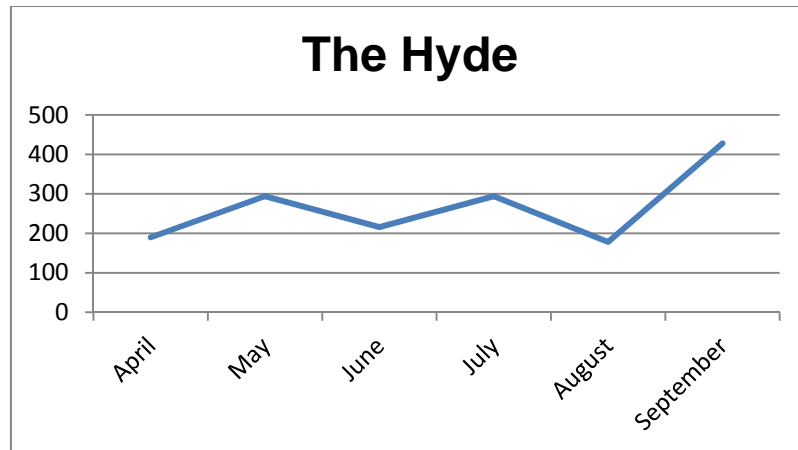


Recommendations:

- Include Stonegrove Children's Centre web address on all promotional materials including timetables and leaflets including other Preschool Learning Alliance documents.
- Update existing webpage with leaflet and other news about the centre.

The Hyde

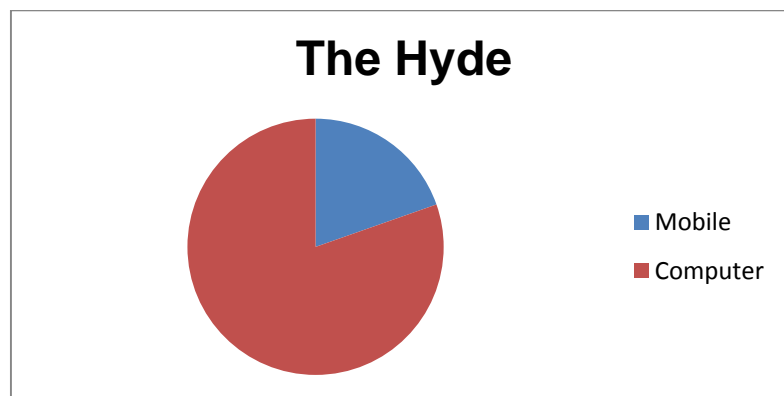
The Hyde (www.barnet.gov.uk/the-hyde) received a total of 1,600 hits between 1 April – 30 September 2012. There was a noticeable decline in the number of hits during August, with a peak in September.



Apr	May	Jun	Jul	Aug	Sept	Total
190	294	216	294	178	428	1600

There has been a 27 per cent increase in the hits to the The Hyde page during the period 1 April – 30 September 2012 compared with the same period in 2011 where there were 1164 hits in total.

20 per cent of the hits to the The Hyde page were made from mobile devices as the chart below shows.

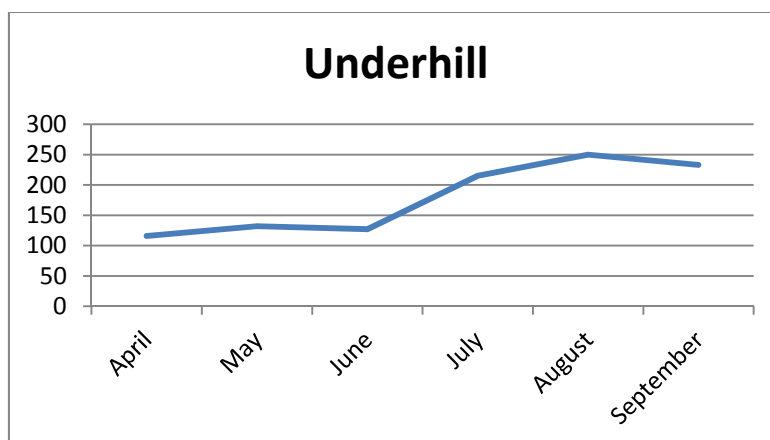


Recommendations:

- Add a link from The Hyde School website to The Hyde Children's Centre page
- Include The Hyde Children's Centre web address on all promotional materials including timetables and leaflets
- Update existing webpage with leaflet and other news about the centre.

Underhill

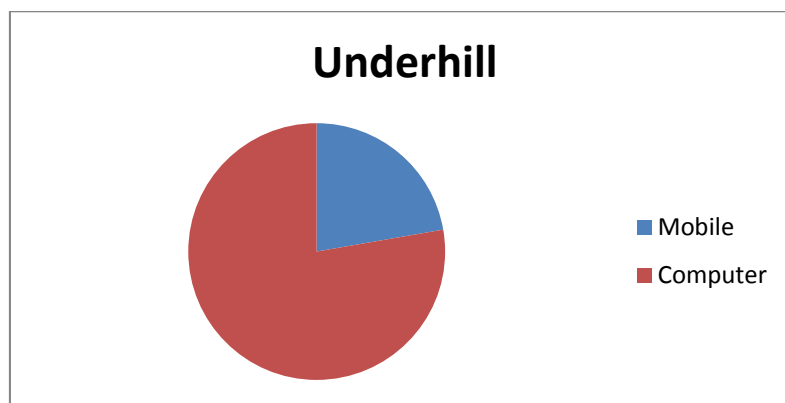
During 1 April – 30 September 2012 Underhill (www.barnet.gov.uk/underhill) received a total of 1,073 hits. Since June the number of hits to this page have risen, with a small drop in September.



Apr	May	Jun	Jul	Aug	Sept	Total
116	132	127	215	250	233	1073

There has been a 42 per cent increase in the hits to the Underhill page during the period 1 April – 30 September 2012 compared with the same period in 2011 where there were 625 hits in total.

22 per cent of the hits to the Underhill page were made from mobile devices as the chart below shows.

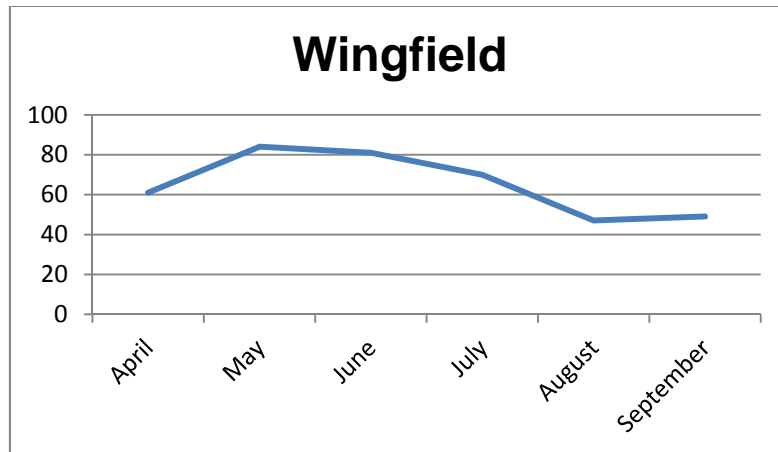


Recommendations:

- Add a link from the Underhill School website to the Underhill Children's Centre page
- Include Underhill Children's Centre web address on all promotional materials including timetables and leaflets
- Update existing webpage with leaflet and other news about the centre.
- Look at the months where there are not as many hits and better promote the web page through these months.

Wingfield

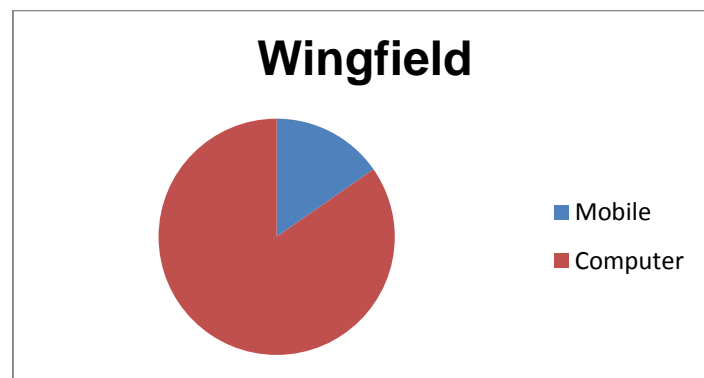
Between 1 April – 30 September 2012 Wingfield (www.barnet.gov.uk/wingfield) received a total of 392 hits. The hits peaked in May, declining until August, and increasing slightly again in September.



Apr	May	Jun	Jul	Aug	Sept	Total
61	84	81	70	47	49	392

There has been a 5 per cent increase in the hits to the Wingfield page during the period 1 April – 30 September 2012 compared with the same period in 2011 where there were 372 hits in total.

Out of all of the Children's Centres, Wingfield had the smallest percentage of hits from mobile devices, with just 15 per cent as the chart below shows.



Recommendations:

- Upload links to the Wingfield page from the Wingfield Facebook page.
- Update existing webpage with leaflet and other news about the centre.

eStart e-form

On 17 September 2012 the eStart e-form went live on the Children's Centre home page, allowing families to register online to attend any of the 13 Children's Centres in Barnet. Up until the end of September 16 forms had been completed online.

Future developments and recommendations

Parent support pages

To increase the traffic to the Children's Centre pages a new set of pages are being developed in the parent support area which will link to the Children's Centre pages. The following pages currently in development:

- Information for fathers and male carers
- Information for young parents
- Maternity services.

Each page will contain details on the support available through Children's Centres and will link to any relevant activities/events that are being run in the centres. These pages will also have links to relevant national support agencies.

These pages are planned to go on the live site by the beginning of November 2012.

Further pages can/will be added in the future.

Events listings

There is now an online timetable of events available on Barnet Online from www.barnet.gov.uk/events. This allows for all events across Barnet to be uploaded and categorised by type of event, location and audience.

The EIP Business Team are currently in the process of uploading all of the Children's Centre activity timetables to this area.

Children's Centres are able to register on Barnet Online and upload their activities themselves. It is proposed that all Children's Centre activities are uploaded one week before the beginning of the start of the timetable. This should take one day per term to upload; ½ day at the beginning of term and ½ day for the half term timetable.

A guidance document will be provided to all Children's Centres on doing this by November 2012.

Support will be available during December to assist Children's Centre staff with their first updates/uploads.