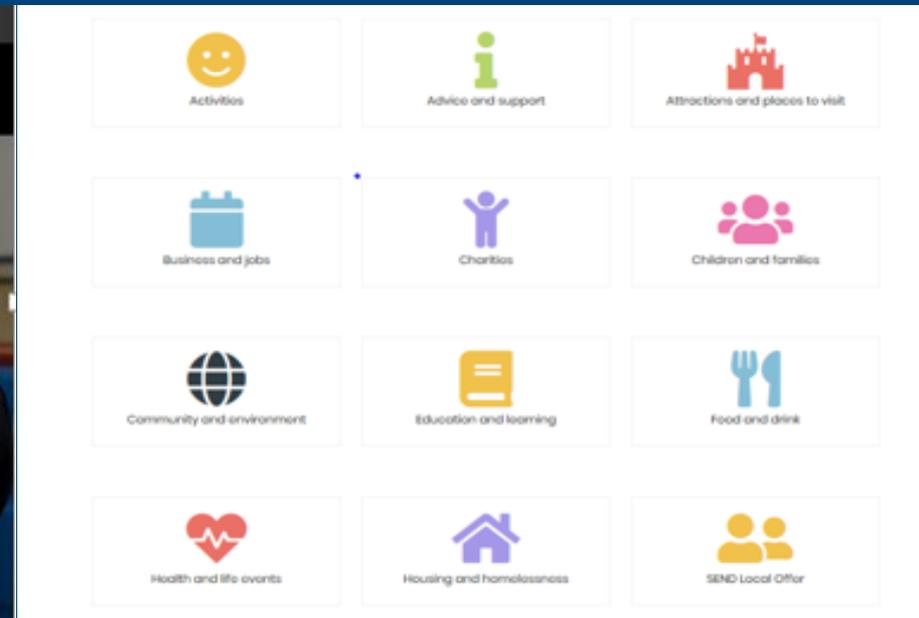
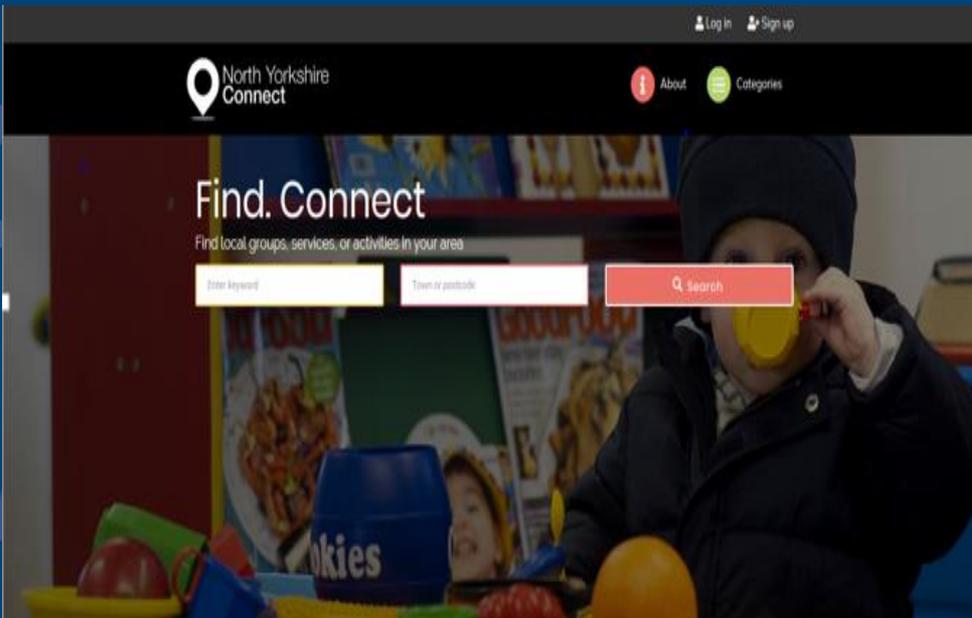


North Yorkshire Connect



The Challenge

Information restricted by boundaries; district and county for example

Out of date information

Complex landscape of providers and sources

Different levels of accuracy and reliability

Duplication of information, effort and time to maintain information

No common language and different information across data providers



Customer engagement

- Customers wanted a single trusted online location to access service information relevant to their specific location.
- All relevant information presented to them on a single webpage.
- Website to be easy to use, accessible to all and to use plain English.
- Consistent 'look & feel', similar to shopping on Amazon or eBay.



The VISION



To work in partnership across the county, to understand and agree standards of data, that can be shared to provide better information, advice and guidance for our customers

“...Share information...to improve service delivery and residents outcomes...”

– taken from the Local e-Government Standards Body; *White Paper proposes approaches to sharing data between central and local public sector organisations, which are repeatable, scalable and reuse common components and standards (2015)*



The agreed



statement

"It's a **single** resource,
a **shared** dataset,
relevant, reliable and **accessible**,
that results in the provision of opportunity,
choice and control for the individual via
better collaboration and appropriate
signposting."

Overarching objectives



- To meet statutory obligation
- Joint working across boundaries – successful collaboration with partners
- Support and enrich our communities
- Improve standards of information and therefore reputation

Deliver a shared dataset with partners to benefit customers

i.e. How do we get to a 'one size fits all' solution?



Men's Shoe Sizes			
UK	European	US	Japan
6	38 ½	6 ½	24 ½
6 ½	39	7	25
7	40	7 ½	25 ½
7 ½	41	8	26
8	42	8 ½	27 ½
		9	27 ½
		9 ½	28
		10	27 ½
		10 ½	28 ½
		11	29
		12	29 ½

Women's Clothing Sizes						
UK	US	Japan	France, Spain & Portugal	Germany & Scandinavia	Italy	Australia & New Zealand
6/8	6	7-9	36	34	40	8
10	8	9-11	38	36	42	10
12	10	11-13	40	38	44	12
14	12	13-15	42	39	46	14
16	14	15-17	44	40	48	16
18	16	17-19	46	42	50	18
20	18	19-21	48	44	52	20

Solution

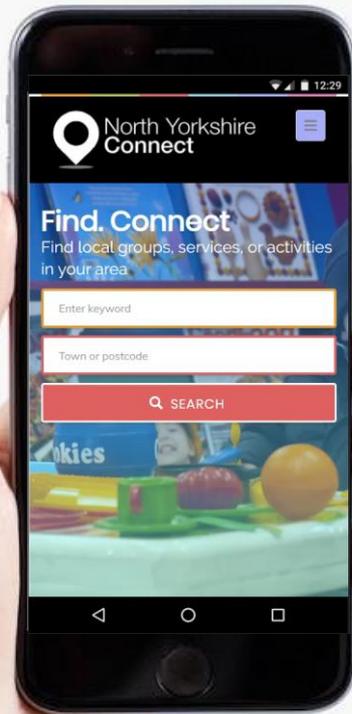
- To utilise the joint LGA and iStandUK Locally Delivered Services Schema as the basis for our data standards.
- Use customer language.
- Ensure new service providers used the agreed standard by providing them with a `self-service template`.
- To provide this information as open data to inspire other organisations and services to utilise the same data standards.
- Create processes to ensure that providers keep data up to date.

Continual Service Improvement





Award winner for Data Standards



North Yorkshire Connect Update

New Site Launched Feb 2019

Continually evolving search functionality with ability to refine results

Bulk data import for trusted partners with integrated daily feeds for both internal and external data sets

Use of LGA data standards to enable future data sharing

Over 7000 Entries & over 1500 page views per week



Google searches: clicks and impressions

Most clicked search queries

Google search query	Clicks	Impressions	Average position
north yorkshire connect	5	8	2
ny connect	1	2	4.5
little explorers day nursery harrogate	1	2	9
connect directory	0	1	5
grosvenor park care home darlington	0	1	31
north yorks	0	5	35.8
congect	0	1	2
nuffield hospital stockton on tees	0	1	58
north yorkshire social services	0	1	21
belmont house care home	0	9	51.11

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Search queries with the most impressions

Google search query	Clicks	Impressions	Average position
north yorkshire	0	48	61.77
it support north yorkshire	0	11	22
yoga classes bedale	0	10	24.9
yoga bedale	0	10	30.7
belmont house care home	0	9	51.11
north yorkshire connect	5	8	2
north yorkshire county council	0	7	41.14
north yorks	0	5	35.8
spinal homecare	0	4	42.5
aire view care home	0	3	60

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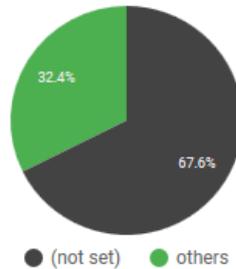
An **impression** is the number of times any NY Connect URL appeared in search results viewed by a user.

Average position is the average ranking of NY Connect URLs for the query, i.e. position on the google search results page.

Location search terms	Total unique searches
harrogate	85
scarborough	73
northallerton	50
selby	40
skipton	23
malton	23
thirsk	18
richmond	15
ripon	15
york	15

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Percentage of searches that include a location



Search Term	Total unique searches
bereavement	48
autism	45
activities	44
dance	42
older people	40
mental health	36
club	32
children	30
dementia	30
volunteer	26

Grand total 1,989

Recent search terms	Date Hour and...
cultural	201903311759
chinese	201903311759
african	201903311759
volunteer	201903311524
bereavement	201903311247
bereavement	201903311246
chinese	201903311229
language	201903311229
culture	201903311227
cultural	201903311227

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Future Developments



The vision for the future – iStandUK

We welcome the opportunity to work in partnership with iStandUK, local authorities and the voluntary & private sectors to share our experiences and vision and to continue to re-use and develop these data standards across the public sector.



Our ambitions for the future

To provide a 24/7 `one stop shop' promoting public services, health and wellbeing, support networks and social interaction.

To support professionals across health to deliver social prescribing

To reduce loneliness and social isolation by increasing awareness of activities and events in our local communities.

To improve the quality of life for North Yorkshire residents.

Any Questions?

