

Influence Panel report from Thursday 7 November 2019

FYi Directory

Attendees

Dan Clough – CCG
Nathan Skelton – CCG
Rachel Naughton – CCG
Shel Banks
Charles Baylis
June Deveney
Ian Gibson

Russell Hodkinson
Brian McMillan
Jen Olivine
Norma Rodgers
Wendy Stevenson
Richard Thornburgh
Lisa Westoby

Dan Clough opened the meeting and thanked members for their efforts in attending at the new venue. Dan handed over to Nathan Skelton, senior communications and engagement officer, who gave a short presentation on the FYi Directory and the recent changes that have been made to the site, followed by a demonstration of the site's functionality.

The Panel's key recommendations were as follows

1. Amend homepage to make the site easier to navigate. This could be achieved by replacing the large 'Blackpool' and 'Fylde and Wyre' buttons and replacing with a large box to insert postcode and a series of filters.
2. Improve Google Map plugin to allow 'click through' to Google Maps, allowing for information on public transport to be available.
3. Needs to be much more widely publicised.

The following comments were made during the meeting:

- As there are no checks made of items uploaded to the site, there is a need to be conscious of vulnerable people.
- If a Lancashire-wide directory comes in, people could get confused about which one they should be using.
- Having looked at the site it still feels like it's in its infancy. It's not easy to use and it is hard to find exactly what you are looking for.
- The 'contact us' button should read 'feedback', making it clear people can make comments about the site.
- The Directory is a good starting place for people to find out what is available and then carry on themselves.
- There is no need for the big 'Blackpool' and 'Fylde and Wyre' buttons on the homepage. One suggestion was to have a much larger button to enter the postcode.
- A way to link it through to bus routes would be very useful – perhaps the map could open into Google Maps to do this?
- Some of the categories aren't obvious what they are for – eg 'wellbeing and healthy living'.
 - Reword 'SEND' button so it makes sense.
 - 'Emergencies' may need rewording as not services for use in emergency.

- People want to find information quickly – headings need to be simple and easy to understand, ie fitness, etc.
- Needs to be more widely known and promoted.
 - Get leaflets into pharmacies.
- Fairly user friendly to add an event as a ‘provider’, but to edit an entry on mobile doesn’t seem to work properly.
- Some basic information should be made mandatory when adding an event. This could make some groups easier to find.
- Add filters to help fine tune search results.
- Impossible to give assurances re data quality – make it clear this information is ‘not endorsed’.