

Kent Resilience Hub and Moodspark website evaluation

Findings from the evaluation showed that there is an awareness of both websites, but this has mainly been achieved through promotion by the HeadStart Kent (HSK) team. The resilience webinar for parent's page on the Kent Resilience Hub and the Draw Your Own Solution page on Moodspark dominate the number of views for each website, both of which were promoted through paid advertising.

Once people have been made aware of what is on the websites, they are impressed with the volume and range of resources available. They also think the websites are easy to use and like their appearance. There is a low proportion of returning users, however those that do return view more pages and spend longer looking at the websites during their sessions.

Some development is needed around the design of the Kent Resilience Hub to improve user experience when navigating the website and content needs to be kept up to date on both websites to ensure it remains relevant. The area that needs most work is around promotion of the websites, so more people are aware of the tools, support, and resources available. It was suggested that this should be done in a targeted way to the different website audiences.

Kent Resilience Hub

The Resilience Hub is the universal offer of the HSK programme. The aim of the Hub is to increase knowledge and skills around resilience and emotional wellbeing, promote best practice and provide a range of tools and training resources in a central location.

The Kent Resilience Hub website was first launched in October 2017. Following feedback from stakeholders the website was redesigned and in December 2019, the website was relaunched and a separate website specifically for young people, Moodspark, was made available.



A range of interviews, focus groups and surveys were carried out with various stakeholders to explore their views around awareness, use, best features, and potential improvements of the websites. Most participants were previously aware of HSK, with varying levels of involvement. Opinions differed depending on each user's experience, but themes were identified.

Participants included:

- 8 HSK staff with oversight of the websites/content developers
- 4 digital design/content experts
- 17 young people – users/potential users of the Moodspark website
- 72 adults – users/potential users of the Kent Resilience Hub website¹



Additional evidence has been taken from Google Analytics (18th Dec 2019 – 28th Feb 2021) and the HSK stakeholder surveys (2018/2019/2020).

¹ 54 from 'Supporting you and your students back to school with the Kent Resilience Hub' webinar feedback.

What level of awareness is there of the websites?

The proportion of stakeholders responding to the HSK survey **who had heard about the websites decreased each year**. A higher proportion were aware after the launch in 2017 than more recently.

Although participants in the website evaluation were aware of HSK, they were **less aware of the websites** (58% adults and 53% of young people were aware).



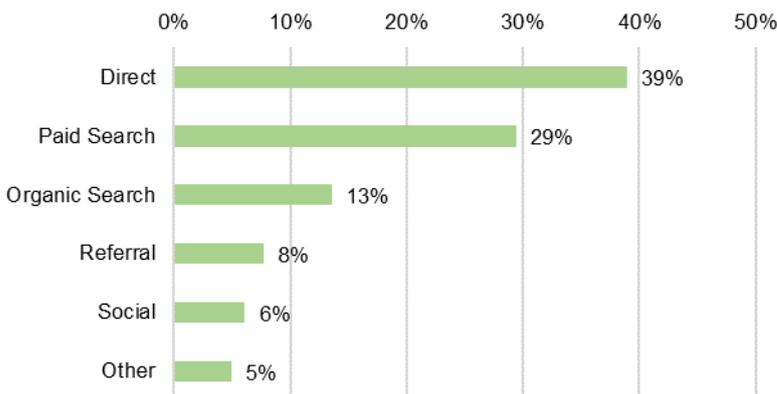
People were mainly aware of the websites through promotion by the HSK team. Those directly involved with HSK had more awareness as they are accessing tools, such as the Resilience Toolkit, training, grants and services through the Kent Resilience Hub.

Supervisors/managers, KCC newsletters or bulletins and the social marketing campaign were other popular ways people were made aware of the websites.

“...websites don’t become known overnight.”

“I think we have been very reliant on that, our recommendation, that word of mouth.”

Kent Resilience Hub - website traffic source



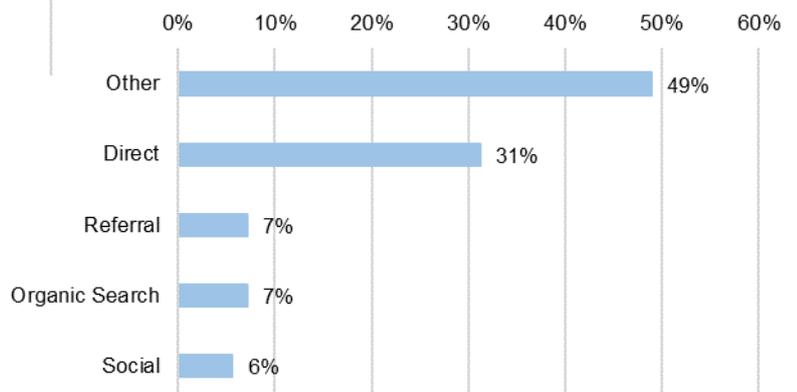
39% of users access the Kent Resilience Hub through a direct search, by typing the website URL into their browser.

Paid searches, such as Google Ads, accounted for 29% of traffic.

49% of users accessed Moodspark through other methods, such as clicking through from TikTok animations or Snapchat/Instagram advertising.

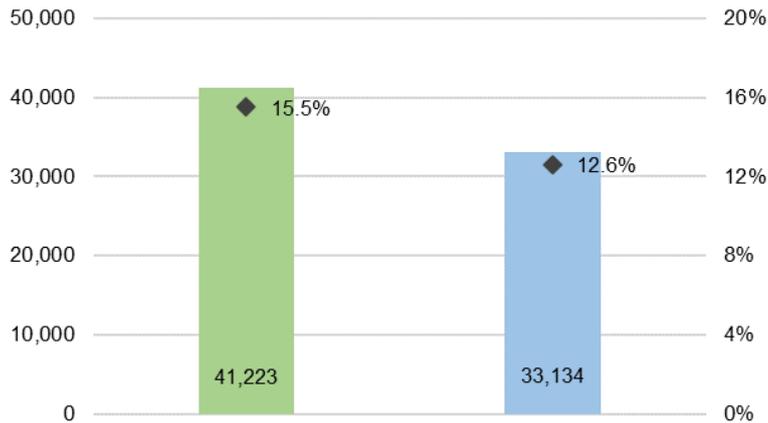
Direct searches accounted for 31% of traffic.

Moodspark - website traffic source



Who is using the websites and for how long?

Users and returning users



41,223 people have used the Kent Resilience Hub.

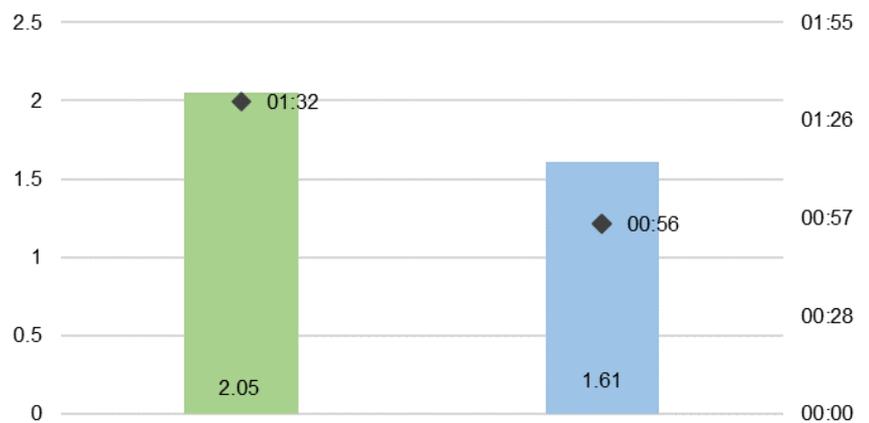
15.5% were returning users.

33,134 people have used Moodspark.

12.6% were returning users.

On average, users of the Kent Resilience Hub looked at **2.05 pages per session** and their **session lasted for 1 minute 32 seconds**.

Avg. pages viewed per session and avg. session duration



On average, users of Moodspark looked at **1.61 pages per session** and their **session lasted for 56 seconds**.



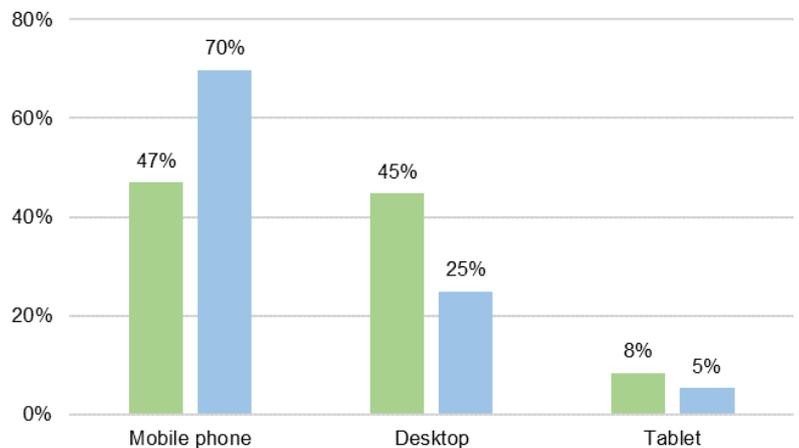
Most users of both websites were **actively engaged for 0 to 10 seconds** during their session.

Returning users of both websites looked at more pages per session and spent longer in those sessions compared to new users.

Both websites were mostly accessed using a mobile phone, however nearly as many users accessed the Kent Resilience Hub via a desktop.

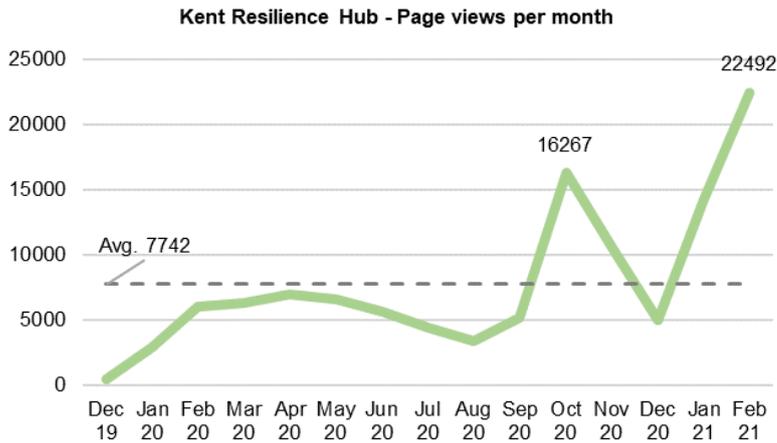
Those using a desktop spent **4 to 5 times longer** on the websites during their session and looked at more pages.

Devices used



A majority of both website users had their **browser language set as English**, however there were between 34 to 40 languages used, with Chinese being the second most popular.

What are the websites being used for?



In total there were **116,137 page views** of the Kent Resilience Hub.

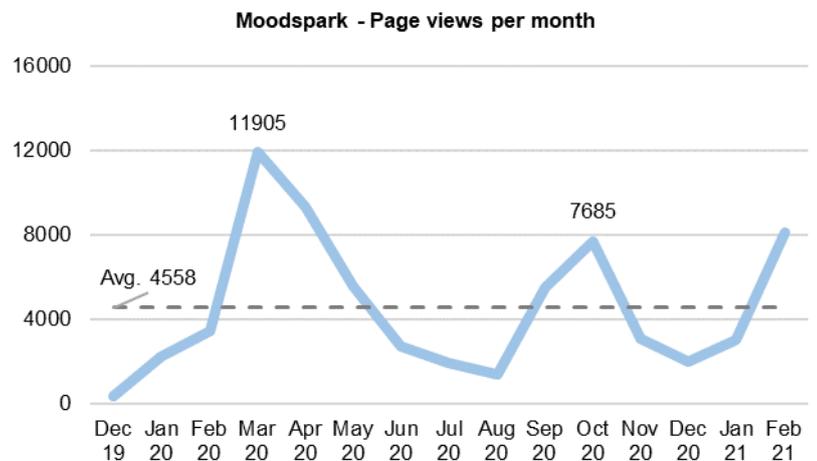
On average **7,742 pages** were viewed each month.

In October 2020, 16,267 pages were viewed. The **'resilience webinar for parents'** made up **52% of those views**. In February 2021, it accounted for **27% of views**.

In total there were **68,364 page views** of Moodspark.

On average **4,558 pages** were viewed each month.

In March 2020, 11,905 pages were viewed. The **'Draw Your Own Solution'** page made up **82% of those views**. In October 2020, it accounted for **36% of views**.



Google Analytics from 18th Dec 19 to 28th Feb 21

When focus group survey participants were asked their reason for using the Kent Resilience Hub, the **most popular reasons were to have a look around or find out about HSK**.

They were more aware of what was on the website after a guided demonstration and remarked that they would **now use it to access the resources and grants**. Some said they were surprised by the large volume of content.

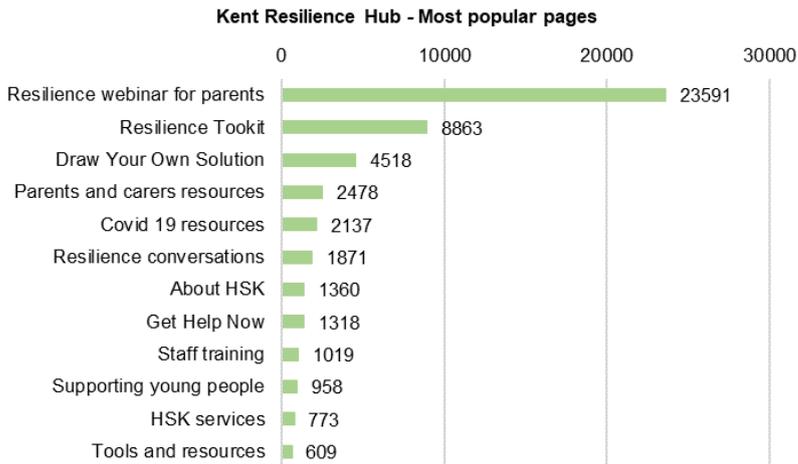
School staff found the **resources which could be used by parents, staff, and students most useful**.

"It's nice to be reminded of all this stuff [...] It just gets lost in all the information that we have coming our way all of the time."

The most popular reason young people said they would use Moodspark was for the **self-help activities/resources** or to **find access to further support, such as Kooth**.

"I think if someone is struggling, and they don't know where to go to get help, or they don't have anyone they can talk to, they might go onto Moodspark to get some help to find other places they can get help..."

What are the websites being used for?



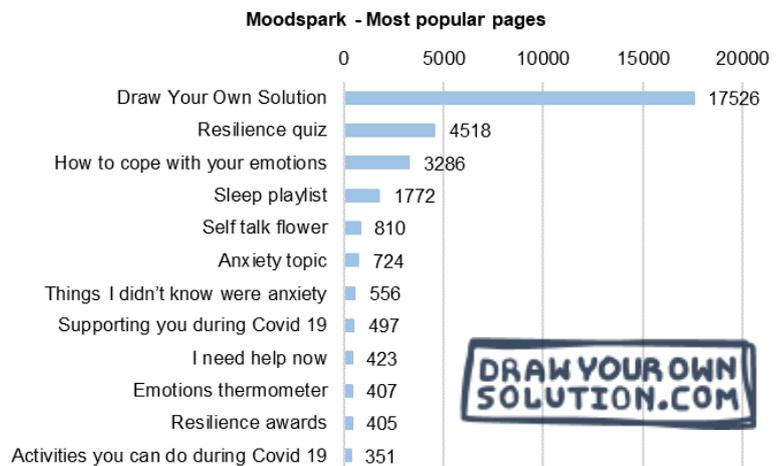
The 'resilience webinar for parents' page had the most views, making up 20% of the total. This was followed by the Resilience Toolkit pages.

A majority of users either accessed the website for the parent's webinar and then left the website or accessed the homepage and then left.

Going to the Resilience Toolkit pages was the next most popular route.

The 'Draw Your Own Solution' page had the most views, making up 26% of the total. This was followed by the Resilience Quiz page.

A majority of users accessed the website via the Draw Your Own Solution page and then left.



Google Analytics from 18th Dec 19 to 28th Feb 21

How do they compare to other websites?



In comparison to other websites that focus group participants thought were similar, such as YoungMinds or Anna Freud, the **Kent Resilience Hub and Moodspark websites are relatively new.**



Their popularity, based on how many times other websites refer to them, showed the Kent Resilience Hub as 'medium popularity' and Moodspark as 'not very popular'. As expected, the more established websites were classed as 'top popular links'.

Some participants remarked that having more than one website to reference was beneficial to their work. They explained that although there may be similarities across the websites, it was useful to have access to a more diverse range of resources or blogs that could be suitable for different audiences or age ranges.

"There's a lot of lovely material out there, but my 'go to' [websites] will be Kent Resilience Hub, YoungMinds and Live Well. They're my three staples really."

Best features

It was clear from participants that they considered the **volume, and usefulness, of content and range of resources the best feature of both websites.**

They said that the Kent Resilience Hub has a diverse range of tools, resources, activities, and information which are suitable for different audiences.

Having everything in one place for the different audiences was seen as an advantage.



The introductory quiz on the front page a MoodSpark was liked by the young people.

The information, advice and self-help tips were described as useful, particularly as the articles, stories and videos have a young person focus.

Useability and accessibility – The websites were described as simple to use, clear and accessible. The search bar was considered very useful and the plain English easy to digest.

Appearance – The websites were considered visually pleasing. A strength is the branding and consistent colours.

Design – It was remarked that the websites have impactful headings at the top of the homepages, so it is easy to find what you want, and the pages are sectioned off well.

94% of focus group participants would recommend the Kent Resilience Hub to a colleague or friend.



82% of young people survey participants would recommend Moodspark to a friend.

“In terms of the information that’s on there and the resources, I think it’s fantastic.”

“Clear, accessible, user friendly, loads of useful information.”

“I think the fact that it caters for a range of audiences in one place is a good thing!”

“You’ve got so much on there. It’s really, really useful. I’ll definitely be recommending it to people.”

“I like the quiz because you go onto the website and you don’t really know where to start [...] Instead of being in a website, where you’re just left to browse on your own and you have no idea where to go, it’s there at first. I like that.”

“It is a good website, and the colours are good for those sensitive to bright colour. Overall a very good site.”

“I would rate this website 5/5.”

Potential improvements

Promotion and awareness

There was recognition that **awareness of the websites could be improved**. It was thought that although there may be a general awareness of the websites among some people, **detailed knowledge around the content the websites hold was possibly limited**. It was voiced that promoting the websites more widely would enable the people to self-serve support and potentially require other services less.

“A lot of people talk about the Resilience Hub, but actually do they really know what’s in it...”

“It needs to be really explained, what it does and why somebody should look at it.”

Some focus group participants recalled how they felt ‘bombarDED’ with information and resources from a range of sources in response to the pandemic. It was felt that a **joined-up, coordinated system-wide approach to both creating and promoting resources** to support schools, young people and parents would be beneficial and having this held in a central location could be advantageous to potential users of those resources.

It was mentioned that **topical promotion of tools, support, or resources, tailored to different audiences** could be effective at increasing the use of the websites. There were comments that if users were made aware of how accessing the resources could benefit them professionally or personally, this could strengthen future endorsement of the websites.

“You might need a slightly different marketing campaign for the different audiences you’re wanting to hit [...] Just so the message is really clear and you’re not diluting the quality of what it is the Resilience Hub is all about [...] So that people feel it is their Hub and it’s something for them, regardless of whether they are a parent, or child or a school.”



Suggested ways to promote the websites and improve awareness were:

- **Hard copy posters** which are displayed in places frequented by young people and parents
- **Electronic posters** which can be emailed in school updates/newsletters
- Small website **business cards** which can be handed out to young people and parents
- **Increased advertising on social media** (TikTok / Instagram / Spotify Ads)
- **Access to QR codes** which are quick and easy to scan when engaging with young people in the community
- The use of **email signatures** supported corporately, and routinely used by organisations



“I think for young people, Instagram and Tik Tok are the ones [where] they’re most likely to come across it.”

Potential improvements

Content

Although the content of both websites was seen as being one of the best features, there was the acknowledgement that **content needs to be kept up to date and current to ensure it is useful to users.**

Having a mechanism to **collect regular feedback from stakeholders around what content may be missing and what is or isn't useful** on the websites was a suggested improvement.

There were comments that it would be useful to have **resources to support younger children** on the Kent Resilience Hub, as they felt the age range seemed to be directed at teenagers.

"Having tips for young people from both other [young people] who are currently going through the [same] situation and from adults who have been through it and know what to do."



Young people commented that it would be good if Moodspark was **more interactive and featured more quizzes.**

One remarked that it might be useful to have **advice on the website from adults who have experienced similar challenges in their childhood.**

Some adults were of the opinion that there was **too much content on Moodspark**, which was also repeated in different areas and that duplication should be removed.

Design

It was mentioned that the **navigation could be difficult** on the Kent Resilience Hub and the **structure could be improved** so users were better able to find their way through the website.

The **parent's section was an area that people felt needed further development**, especially around the structure as they felt there was too much information, and this could be 'overwhelming' for users.

There were some comments that it was **unclear what the 'Draw Your Own Solution' logo was for** and where you would be taken if clicked on.

It was suggested by many that **Moodspark should open in a new window**, or users should be **told they are navigating to a different website**, when clicking through from the Kent Resilience Hub.

"It's difficult to know where to click there are so many different ways to navigate and so many buttons to click on."

"It can be a little bit overwhelming [...] The [parents] may not have the patience to sift through and really find what they need to find."

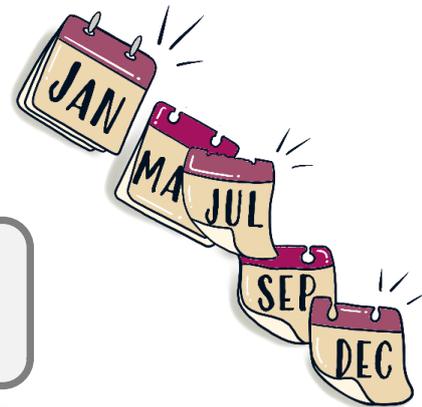
Future

Many considered the websites to now be a **truer reflection of what was initially envisaged at the start of the programme**, with some commenting they felt they had surpassed expectations. However, there was recognition that there was **still some work to be done to have the websites as up to date as possible** before they are passed to the **Kent Community Health Foundation Trust to sustain going forward**.

"...my original expectations were really, really surpassed, because I hadn't imagined having two websites. Certainly, the amount of information on it is greater than I could ever have imagined."

Some concerns were raised that **competing websites, currently in conception or development stages, would soon supersede the Kent Resilience Hub and Moodspark websites** and there was a danger they would be lost in the future.

"I hope that they don't just disappear at the end, that would be a shame because I think there's a lot of potential there. It's a good resource for people."



Many also reflected that **keeping a website up to date, fresh and relevant needed a substantial investment of time** and going forward there was the possibility this capacity may not be available.

"I hadn't realised how much work is needed developing a website [...] it takes lots of different people, developing content and putting it on all the time."

Thank you to everyone that took part for taking the time to provide their views to feed into this evaluation.



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