

Cambridge Centre
for Housing &
Planning Research

FirstStop Evaluation Report 2011/12

Monitoring the national and local
FirstStop service

November 2012

Contents

Introduction	3
Performance against targets	4
Unit cost analysis	11
Local partner development	16
Summary	26
Appendix – FirstStop 2011/12 data verifying	27

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Introduction

FirstStop

FirstStop Advice is an independent, free service offering advice and information for older people, their families and carers about housing and care options in later life funded by the Department for Communities and Local Government (DCLG) and the Big Lottery Fund. It is led by the charity Elderly Accommodation Counsel (EAC) working in partnership with other national and local organisations. FirstStop delivers information and advice through a national telephone helpline and website. FirstStop began as a pilot service in August 2008 and was funded by DCLG to go national in 2009.

FirstStop has also seed-funded a number of local information and advice services. These local projects aim to raise the profile of housing options for older people in their area and to provide a face to face case work service to older people. The case work is a mixture of information and advice provision and more intense case work to assist older people in resolving their housing and care problems.

A training programme about housing options for older people was delivered by FirstStop through Care & Repair England through face to face training, shorter workshops, a cascade model of training, supporting local exemplar projects to deliver workshops, training locally and production of a set of web-based self training materials.

The evaluation

The Cambridge Centre for Housing and Planning Research at the University of Cambridge has been undertaking an independent evaluation of the FirstStop service since November 2009.

The evaluation has involved: a literature and policy review; interviews with national stakeholders; interviews with FirstStop staff; analysis of FirstStop's client data; two postal surveys of FirstStop customers; follow up interviews with customers who responded to the surveys; an ongoing evaluation of the training programme; interviews with local exemplar project managers; local exemplar project case studies which include interviews with case workers; analysis of detailed client information from the local exemplar project case studies and value for money analysis of the local and national services.

Previous reports from the evaluation can be found at:

<http://www.cchpr.landecon.cam.ac.uk/projects/detail.asp?ProjectID=166>

Performance against targets

Summary

FirstStop, as a condition of the grant from DCLG, has reported on its achievement for eight outcomes for 2011/12. These outcomes are broadly similar to the seven outcomes from 2010/11, but with some rearrangement and theme development. This chapter of the report looks primarily at the performance of the national service in 2011/12 against these outcomes. The focus of this chapter and the associated Appendix is on those figures that could be recreated through access to FirstStop's Customer Relationship Management (CRM) system and Google Analytics data. Not all aspects are discussed in this chapter, for a full account of the figures please see the Appendix.

FirstStop's measures of usage of the website have exceeded the targets set, although the use of the Unique Visitors statistic as a measure of FirstStop website customers is open to question, especially considering factors that indicate low levels of actual engagement on the website. The numbers of clients contacting advisors at the national service missed the output target by 19% (over 4,000).

Telecommunications and web-based technology have clearly facilitated customer referrals within the FirstStop network and with local and national partners. Several thousand referrals have been reported by FirstStop in the 2011/12 report.

Targets relating to the eventual outcomes of individual cases are difficult to measure. Analysis from a follow-up survey of a sample of clients in 2010/11 supported the view that advice supplied by FirstStop was effective in supporting housing transitions, including downsizing, for a number of older people which equalled or exceeded the targets specified in that year. However, in 2011/12 there was little evidence of the level of increase required to meet the higher targets.

FirstStop have been working effectively to equip professional advisers, non-specialists and older people to deliver housing options information and advice. Through their training programmes, they have exceeded their targets for 2011/12.

The targets

The grant agreement between DCLG and FirstStop specified eight outcomes, or broad objectives, for 2011/12. Attached to each of these outcomes was a description of the evidence which would demonstrate the attainment of that outcome by FirstStop. In some cases, quantitative indicators of the expected performance of the service were specified, such as total number of clients receiving information on various topics. FirstStop submitted a grant report in April 2012 to DCLG covering all the outcomes, and this has been accepted.

This chapter looks at the headline performance indicators relating to the national website and advice service. The local partnership activities are discussed elsewhere in the report. The chapter first covers the sources of data for the indicators, then FirstStop's performance against them. In this way the evaluation team is able to analyse and verify FirstStop's reported performance. The methodologies for analysing the data are described below and it was possible to verify most data. However, for a minority of reported figures there was a lack of documentation on the reported figures and FirstStop were unable reproduce some of them, highlighting the continued need to improve data recording and monitoring systems.

The Customer Relationship Management (CRM) system

The FirstStop team which provides the national advice service uses a Customer Relationship Management (CRM) system to co-ordinate its interactions with clients who contact them for advice. A CRM is an established genre of information technology system. CRMs are used by a wide range of firms and organisations which have multiple employees or agents interacting with customers or clients over an extended period. In general, a CRM provides a structured means of storing and updating contact details and other information about clients, and recording details about individual interactions (such as telephone calls or email correspondence) between a contact and an agent of the organisation. A key purpose of a CRM is that when a client contacts a firm or organisation, the firm's agent is apprised of any history of previous contact with the firm. It also enables systematic analysis and reporting of interactions with clients or customers as a whole.

Setting up a CRM for the national advice service was a significant part of the initial investment in FirstStop. In 2011/12, FirstStop moved away from their customised deployment of the open-source edition of SugarCRM to develop a new CRM specifically tailored to their needs. In common with most CRMs, this uses a relational database management system (RDBMS) to store client and interaction data, and provides an interface for agents to store and update information. The RDBMS means that standard Structured Query Language (SQL) can be used to carry out large-scale updates, merges and analysis of the usage of the national service. Analysis of some measures has also been made easier by the provision of a series of Excel reports that enable access to CRM data without requiring any specialist knowledge.

Website analytics

FirstStop have tracked the number of visitors and page views to the website using the free Google Analytics service. Practically this means that an additional, invisible piece of code is included in every page on the website. This code submits information to Google as each page is viewed. From this, Google provides summary data on the total number of visits, views and visitors to each part of the website. In FirstStop's case, Google Analytics is the only source of data about volumes of activity on the website.

Analysing performance against the targets

Outcome 1: “Older people receiving advice and support to make good decisions about housing, care and finance”

The output targets under this heading relate to total FirstStop client numbers for the financial year 2011/12.

<i>Total FirstStop Customers</i>	
<i>Output: To exceed 175,000 customers in 2011-12</i>	
Target	175,000
FirstStop reported performance	171,179

The overall output reported by FirstStop here is the total number of unique visitors to the website (over 150,000), plus the total number of clients receiving personal housing-related advice from a FirstStop adviser (over 18,000), plus the caseloads reported by the local partners (over 2,000). The first two are discussed further below. There may be some degree of double-counting between these different methods of customer contact; the design of the whole service facilitates referral between local and national and web-based advice.

<i>Total FirstStop customers and split between service delivery methods (web, email, phone and face to face)</i>	
<i>Output: To exceed 150,000 website users in 2011-12</i>	
Target	150,000
FirstStop reported performance	150,856

The figure here is derived from Google Analytics, and is the total number of unique visitors to the website - excluding automated software programs which visit websites in order, for example, to index them for search engines. In theory, this means the number of users who visited one or more pages on the website on one or more occasions. So far as is technically possible, it counts users who return to the site several times only once. However, in practice it is very difficult to track the behaviour of individuals who are browsing the internet anonymously. The unique visitor statistic has to employ a proxy for user identity using cookies set by Google Analytics based on elements such as browser, user account, computer system etc. Where an individual accesses the website from different devices or browsers, this has to be recorded as separate unique visits. Where cookies are cleared, because the record of previous visits has been deleted, a subsequent visit has to be regarded as a new unique visit. In practice, the unique visitor statistic, given the realities of modern computing, is likely to inflate the actual number of website users, especially when reported over a year.

Conversely, there is also a danger that professional advisers could be recorded as a single unique visitor while helping a number of different clients. However, given the low proportion of repeat visitors (18%), this is likely to have a smaller impact than the inflationary aspects already mentioned. Within that 18% it would be difficult to detect the activity of professional advisers if many of them used domestic internet providers. It may be relevant in this respect that just 7.5% (less than 2,500) of repeat visits were from 'gov.uk' and 'org' domains, while the majority came from '.com' and '.net' domains (the top domains were internet service providers). However, further down the list of repeat visiting domains were some that could plausibly be used by professional advisers – for example, a particular affordable housing organisation visited the FirstStop website on over 300 occasions during 2011/12.

It is informative to take a closer look at the numbers who visited the main second-level pages of the website. The breakdown, from Google Analytics, is shown below:

Second-level web-page	Total unique pageviews 2011/12
Finance advice	11,109
Housing advice	11,330
Care advice	7,129
Contact us	6,273
About us	3,921
Rights advice	3,613
Resources	2,746

This shows that housing, together with finance, are the two broad areas about which the largest number of web visitors is seeking information. The far smaller numbers visiting the internal pages suggest that the total number of unique visitors includes some who came to the site by mistake or seeking other material. This is supported by two other statistics from Google Analytics – the website's overall 'Bounce Rate' and data on visit duration. For 2011/12, the FirstStop website had a bounce rate of over 54%, indicating that over half of visitors left after viewing a single web page. Consistent with this, Google Analytics estimated that 71% of website visitors left the website within a minute, although the average duration of visits to the FirstStop home page, at the time of writing, was 1 minute 24 seconds These

figures would suggest that many of the recorded unique visitors had little engagement and could not be regarded as full customers in the ordinary sense of the word.

It can be informative to look at the source of website visits (or 'referrals') and in the case of the FirstStop website this demonstrates the close relationship with the housingcare.org website, which provided almost 40% of its visits (71,495) in 2011/12. In comparison, the leading search engine (Google) was the source of just 36% of visits to the FirstStop website. Interestingly the number of referrals from the FirstStop website to housingcare.org was far lower at around 3,500.

Nonetheless, it is worth noting that the FirstStop website family is well placed in search engines, achieving top placement in web searches for terms such as "elderly housing advice", which means many users are being directed there in search of such information.

<i>Total FirstStop customers and split between service delivery methods (web, email, phone and face to face)</i>	
<i>Output: To exceed 100,000 website users in 2011-12 seeking housing advice</i>	
Target	100,000
FirstStop reported performance	101,073

Google Analytics does not allow one to divine each website user's intention, so it is not possible to know how many of the website visitors were 'seeking housing advice'. Therefore, for the 2011/12 report, FirstStop devised a methodology to provide an estimate. This considered the website's four 'core' web pages (housing advice, care advice, finance advice and rights advice) as a proxy for all website traffic. A proportion was calculated based on all of the pageviews for 'housing advice' and half of the pageviews for the other three core web pages. Although we were able to recreate this figure, it isn't entirely clear whether this provides a good estimate for customers seeking housing advice. It is especially concerning that the estimate is based upon the total unique visitors figure, discussed above, which includes a substantial number of visitors with very little or no engagement with website content.

The number of people who received housing related advice from a FirstStop adviser formed another component of the reported total number of customers.

<i>Total number of people receiving housing related advice from a FS advisor</i>	
<i>Output: At least 22,500 customers receiving personal housing related advice from a FirstStop advisor</i>	
Target	22,500
FirstStop reported performance	18,191

The reported figure of 18,191 fell short of the target of 22,500. This figure came from FirstStop's CRM and was calculated based on the number of 'cases' recorded by FirstStop advisers. Although a 'case' does not necessarily map directly onto a person receiving housing related advice, there doesn't appear to be any reason to suspect that the discrepancy will be substantial in any particular direction. For example, duplicate cases could be just as likely as those cases that refer to multiple individuals.

Outcome 2: "Information resources and an IT platform to support efficient delivery of local housing advice and more ways for service users to access FirstStop services"

Outcome 2 expands and develops aspects from part of Outcome 2 from the previous year. Other sections of Outcome 2 from 2010-11 are now located in Outcome 3. The following

analysis looks at the two outputs that could be assessed using the available quantitative data.

<i>Telecommunications and web-based technology to facilitate customer referrals within the FirstStop network, staff & volunteer training, support & mentoring, sharing of good practice</i>	
<i>Output: Increased capacity and responsiveness of local services</i>	
Referrals from local partner network	Over 700
Referrals from Major National Partners	Over 2,300
Referrals from Advice Agencies	Over 2,400
Referrals to local partners	450
Referrals to local authorities	921
Referrals to commercial service providers	306
Referrals to advice agencies	1,055
Referrals to accommodation providers	1,496

Referrals are an established interaction within FirstStop’s CRM, indicating that FirstStop are effectively using their custom-made technology to facilitate customer referrals. The reported numbers also suggest that FirstStop advisors are making referrals on a regular basis. On referrals to the FirstStop website, it is clear that the vast majority come from the closely related housingcare.org website (71,495 out of 89,096), which have been excluded from the figures above. The number of referrals from local partners, major national partners and advice agencies combined is at a far lower level (over 5,400).

<i>A web ‘portal’ to promote local services as part of a network of interlocking, quality assured housing advice services for older people</i>
FirstStop reported performance: 11,912 people have visited the partnership webpages through the FirstStop home page.

Following FirstStop’s methodology, the original figure reproduced here did not take into account the relocation of the partnership webpages to a FirstStop subdomain. Once this was taken into account the new figure was 14,053. However, it is difficult to know how the use of Google Analytic’s ‘Unique Pageview’ statistic relates to actual individuals, being subject to the same difficulties as the ‘Unique Visitor’ statistic (see above). In fact, unique pageview totals for groups of web pages appear to simply add up the unique pageviews of the constituent web pages – this can clearly lead to over-counting where the same visitor accesses multiple pages in the group. Therefore, it may be difficult to draw any conclusions from this figure alone.

Outcome 3: “Enhanced local delivery of housing options advice services for older people to support independent living in later life by working with local authorities and other local and national partners to help older people make good decisions about their housing and support and avoid health problems and unplanned care home admissions”

The outputs under this heading address the delivery of support to clients by FirstStop’s work with local partners. Most of the outputs relate to activities of local partners and cannot be assessed directly using the available data or quantitative methods. The two outputs that can be assessed are considered below.

<i>Extent to which recruitment of specialist national partners enables FirstStop to offer in-depth (level 3) advice to customers in all subject areas covered by its service</i>
<i>Output: Number of people referred or signposted to specialist partners in last 12 months</i>
FirstStop reported performance: over 1,000

These referrals are a subset of those already reported above. The specialist partners included a wide range of national and local services including charities, legal specialists, financial specialists and other services for the elderly.

Outcome 4: “Older people moving to more suitable accommodation”

The single output attached to this objective relates to older people assisted to downsize.

<i>Numbers of people helped to downsize</i>	
<i>Output: Expectation of up to 8,000 customers, subject to demand and market conditions.</i>	
Target	8,000
FirstStop reported performance	10,929

The total reported by FirstStop is the total number of clients who were provided with bespoke housing options reports, received face-to-face support from local partners or were referred to partners under the FirstStop Moving Home service brand. The provision of housing options reports accounted for most of the total reported by FirstStop.

The difficulties in assessing this output were outlined in this report last year. The central issue was that the ultimate outcome for clients was unknown. Moving for older people may be a protracted and complex operation and advice received may not immediately lead to a particular outcome. Last year, the evaluation team carried out a substantial follow-up postal survey of 1,000 clients who contacted the service during 2010/11. The follow-up took place between one and four months after the contact with the service. The survey had just under 250 valid responses, and these provided an alternative way to assess this output. The relatively low proportions actually helped to downsize (as opposed to merely receiving information or support) in 2010/11 suggest that the levels reported in 2011/12 are insufficient to meet the target of 8,000.

Outcome 5: “Older people living in improved housing”

The indicators and outputs relating to this outcome concern options for funding home improvements and housing options, including by equity release. The only output targets expressed in quantitative terms specifically concern equity release:

<i>Numbers of people informed of options for achieving and funding improvements to their homes, including through equity release</i>	
<i>Output: Unique pageviews of equity release web pages</i>	
Equity Release web page	1,025
Equity Release enquiry form	169

Because it wasn't possible to recreate these figures, FirstStop now agree with our figures of 957 and 174 respectively. In any case, this demonstrates the relatively low level of interest in Equity Release. Nevertheless, FirstStop reported a figure above the target level for helping people to release equity:

<i>Numbers of people informed of options for achieving and funding improvements to their homes, including through equity release</i>	
<i>Output: Expectation of up to 150 customers, subject to demand and market conditions, helped to release equity from their homes</i>	
Target	150
FirstStop reported performance	246

However, as with downsizing, tracking the eventual outcomes following the provision of advice poses problems. Therefore it is difficult to draw any conclusions beyond those

reported last year that clients' interest in equity release has not been greatly stimulated despite the clear evidence that FirstStop has integrated funding advice into the national service. It also appears unlikely that the target of 150 customers helped to release equity has been achieved.

Outcome 6: “Better housing outcomes for older people”

The outputs under this heading all relate to the production of an evaluation report and interim reports and are not discussed in this chapter.

Outcome 7: “Capacity building and quality assurance for housing information and advice services”

These output targets concern the provision of training and professional development. The one output that can be assessed here is regarding self-training materials hosted on the FirstStop website. This was just one component reported under this output.

<i>Number of professional advisers, non-specialists and older people equipped to deliver housing options information and advice</i>
<i>Output: To deliver FirstStop training to over 1,000 people including at least 500 by traditional, professional face-to-face methods and 500 involving peer-to-peer mentoring, web-based self-service and other innovations</i>
FirstStop reported performance: 727 people viewed the self-training materials during the year

Because this figure couldn't be reproduced by FirstStop, this has now been reduced to 242. However, as explained above, it is unclear how the aggregated unique pageview statistic relates to actual individuals. But given FirstStop's other training activities it appears likely that they have met or exceeded the overall output target.

Outcome 8: “Cross-sector housing options services – a feasibility study”

These output targets concern the provision of a process and economic feasibility study on cross-sector housing options services, which is not discussed in this chapter.

Unit cost analysis

This section reports on the unit costs of the FirstStop service in 2011/12.

Costs of the national advice service

Advisors employed by the national service respond to client enquiries made by telephone calls, emails, live web chat calls and letters. The service ranges from providing simple direction to local and specialist agencies and further sources of information, through to offering detailed advice tailored to individual circumstances. There are some costs which increase in direct relation to the number of enquiries handled, such as outbound telephone calls and the printing and postage of advice leaflets (a large proportion of telephone enquiries result in the mailing of detailed guidance). The greatest component of the cost of providing the service is the salaries of advisors and of managers who are engaged directly in overseeing the service. These fluctuate over time with recruitment and departure, but are not directly related to the volume of clients provided with advice.

In 2011/12, the national advice service dealt with 18,191 unique clients. This can be combined with the costs described above to give a marginal and fixed cost per unit, with the unit being a single client contacting and receiving advice from FirstStop:

		Units: advice service clients	
		18,191	
	Expenditure 2011/12 (£)	Cost per unit	
Telephony	505	0.03	(50% of telephony)
Postage & consumables	37,980	2.09	(100% of fulfilment)
Advice service marginal costs	38,485	2.12	
FirstStop Advisors	187,314	10.30	(100% salary and overheads)
Management	52,335	2.88	(100% ops manager + 25% CEO)
Advice service fixed costs	239,649	13.17	
Total advice service costs	278,134	15.29	

This shows that the average cost of printing and so forth for each additional enquiry was £2.12, whilst the total cost of ongoing expenditure for salaries amounted to £15.29 for each client assisted in 2011/12. The unit cost per client of the national advice service is thus just over £15. It should be noted that this does not include any of the cost of setting up and maintaining the CRM which is essential to the advice service. A unit cost of £15 is well below the £24 per unit given in FirstStop's original proposition as the average cost of "Level 2" advice.

Unit costs have been reduced in comparison to 2010/11 as both marginal and fixed costs were reduced and the number of clients was higher. The total unit cost was £20.31 in 2010/2011 but was £15.29 on 2011/12.

Costs of the website

The FirstStop website offers general guidance, detailed information on housing and related topics, and links to contact FirstStop and other agencies. Once the website has been designed and published, there is virtually nil cost attached to each additional visit to it or download made from it. The hosting of the website entails a small but recurring cost, and also the site entails ongoing costs of routine technical maintenance, recurring review of content and presentation, plus management oversight.

The total number of unique visitors to the website – those who visited one or more pages on one or more occasions – is one measure of the total volume of service provided by it. There were 150,856 such unique users of the website in 2011/12. This likely overstates its output, given that some users' visits to the website are unintended or superficial. The number of downloads of detailed advice documents provides an alternate measure of total output for the website. The count of downloads of documents (44,786) is a more appropriate denominator to measure costs against, since such downloads imply delivery of material that is likely to increase clients' knowledge and possibly influence their subsequent behaviour. Both units – unique visitors and downloads – are shown in the summary of website costs:

		Unit: document downloads	Unit: unique visitors	
		44,786	150,856	
	Expenditure 2011/12 (£)	Cost per unit	Cost per unit	Notes
Website marginal costs	nil	0	0	
Server hosting	1,260	0.03	0.01	(100%)
Routine maintenance and update	11,105	0.25	0.07	(10% of IT development including hardware and software development)
Management	5,392	0.12	0.04	(10% of CEO)
Routine search engine optimisation	2,983	0.07	0.02	(25% of SEO)
Website direct variable costs	20,740	0.46	0.14	
Total website costs	20,740	0.46	0.14	

For the financial year 2011/12, the total average cost of providing each download from the website was just under 50p. Relative to the total number of visitors, the website cost 14p to provide.

The total average cost of providing each download from the website remains almost unchanged compared to the financial year 2010/11, however, fixed costs have been reduced and user numbers have increased so relative to the total number of visitors the website cost 14p to provide in 2011/12 compared to 18p in 2010/11.

Public costs of the national service

The preceding analysis of the national advice service and website sought to derive a unit cost of each activity by summing directly relevant elements of reported expenditure. The sum of the total costs of the two services judged this way is considerably less than the total public funding granted to FirstStop in 2011/12. Other items such as contract management and reporting, administration, marketing, professional services and so forth are important to the service's continuance. These have been funded by public money, but cannot be described as direct costs of delivering the specific services so far considered. Therefore, an alternative way to assess the cost of the national service is to start from the total public funding allocated to it.

In 2011/12, DCLG's total grant in support of the service was £800,000, excluding evaluation costs. This represents the total cost to the public of supporting the establishment and running of the national service in 2011/12. Of this, £400,000 was allocated for the national part of the service. The DCLG funding was not ring-fenced for any specific element of the service but FirstStop management decided how to allocate funding to different parts of the service.

The total DCLG grant was £800,000. The total number of clients who used the FirstStop service through the website, national advice line or through local partners was 65,109. This gives an overall public cost per unit in 2011/12 of £12.29.

This national part of the grant of £400,000 can be weighed against the total output of the national service to give a public cost per unit in 2011/12. The total output of the national service can be estimated from the number of advice service clients (18,191) plus the number of documents downloaded from the website (44,786) for a total of 62,977. This gives a unit cost of £6.35 of total grant for the overall delivery of the national service in 2011/12. This is below the average unit cost of £8.50 proposed in FirstStop's original proposition in search of funding and is lower than the unit cost of £9.60 achieved in the financial year 2010/11.

Local partner work

The part of the DCLG grant allocated for local work was £400,000. This includes a cost of £63,532 for training, the outputs of which are analysed in the next section. This can be weighed against the total output of the local services and training to give a public cost per unit in 2011/12. The total output of the local services can be considered to be 3704, of which 2132 were the number of clients recorded by the local partners in the financial year, and 1572, the number of people who received training. This gives a unit cost of £108 total grant for the overall delivery of the local work in 2011/12.

If one analyses the output of the local partners, excluding outputs from training, at a cost of £336,468, the public funding investment was equivalent to £158 per client supported by the local partners. In reality the public funding investment per client will be slightly higher, as many of the local partners attracted additional funding from other sources to support the case work.

The local partners recorded the time spent on each client using the service. The total hours spent on all clients by local partner caseworkers was 2125 which means that the public investment per hour of caseworker time was £158.

FirstStop provided detailed information on expenditure on local development and delivery which totalled £280,516 in 2011/12. This is equivalent to a unit cost per client of £132. Expenditure on local development and delivery includes training, support costs, peer support and peer to peer information, much of which supports the range of activities undertaken by the local partners, as well as the direct grants paid to partners. If the training costs of

£63,532 are deducted from the figure for local development and delivery, the unit cost per client falls to £102.

Income from DCLG (LPD)	400000
Cases in spreadsheet April 2011 to end March 2012	2132
People receiving training	1572
Total units (cases plus trainees)	3704
DCLG investment per unit	108
DCLG investment in local development & delivery, excluding training	336468
DCLG investment per case	158
Total hours spent on client cases	2125
DCLG investment per hour of caseworker time	158
Expenditure on local development and delivery	280516
Unit cost per client based on local development and delivery expenditure	132
Unit cost per client based on local development and delivery expenditure excluding training	102

Training programme

There was a total expenditure on training activities of £63,532.11 in 2011/12. This included training staff and advisors and developing the broader training programme.

FirstStop reported to DCLG in 2011/12:

1,572 people have received training, of which:

- 580 professionals have been trained over the past 12 months using traditional face to face methods
- 265 people attended housing options workshops
- 727 people viewed the self- training materials during the year

This gives an average unit cost of £40.40 in 2011/12.

FirstStop reported to DCLG in 2010/11 that the national programme of face-to-face training reached 1,650 older people, volunteers, community activists, councillors and professionals

during the year. This was delivered by Care & Repair England using £50,000 of funding provided by FirstStop. This gives an average unit cost in 2010/11 of £30.30. This suggests that the unit cost of delivering the training has increased substantially. The main reason for the higher unit cost for training in 2011/12 reported by FirstStop was the cost of training caseworkers employed by new local partners to be able to deliver under Outcome 1. This took the majority of the training manager's time in the three months from October to December 2011.

Local partner development

The local partners 2011/12

In 2011-12 FirstStop part funded advisors/caseworkers in 20 different organisations. There were approximately 100 advisors /caseworkers delivering Housing Options on a full or part time basis within these organisations:

- Age Concern Eastbourne
- Age Concern Kingston upon Thames
- Age Concern Manchester
- Age UK Wandsworth (was Age Concern)
- Age UK Brighton, Hove & Portslade
- Age UK Croydon
- Age UK Oxfordshire
- Black Country Housing
- WE Care & Repair – Bristol
- WE Care & Repair - North Somerset + South Gloucestershire
- British Red Cross
- Care and Repair W Norfolk
- Citizens Advice Hampshire
- Festival Housing Group, Care and Repair Worcestershire
- Goodwin Centre Hull
- Help & Care
- Nottinghamshire County Council
- Bassetlaw Action Centre
- Papworth Trust
- Somerset West Care and Repair
- Subco
- Watford CHT
- Warwickshire CC

Five of the 20 organisations were 2010-11 partnerships continued for 2011-12:

- Age Concern Kingston upon Thames
- Age UK Oxfordshire
- Festival Housing Group, Care and Repair Worcestershire
- Nottinghamshire County Council
- Somerset West Care and Repair

Each partner submitted a business plan as part of their Agreement, outlining how they would be delivering their service and the targets agreed.

FirstStop reported that 2,132 customers in total received face to face advice and/or casework in the full year, of which 1902 were supported by a local partner and 230 were supported by older people delivering peer to peer information and advice.

The unit costs of the local partnership work reflect the funding allocated and the number of individuals who used the local services. However, not all of the FirstStop funded local partner time was spent on casework, but on a broader range of activities focused on raising awareness of FirstStop and of housing options for older people more generally.

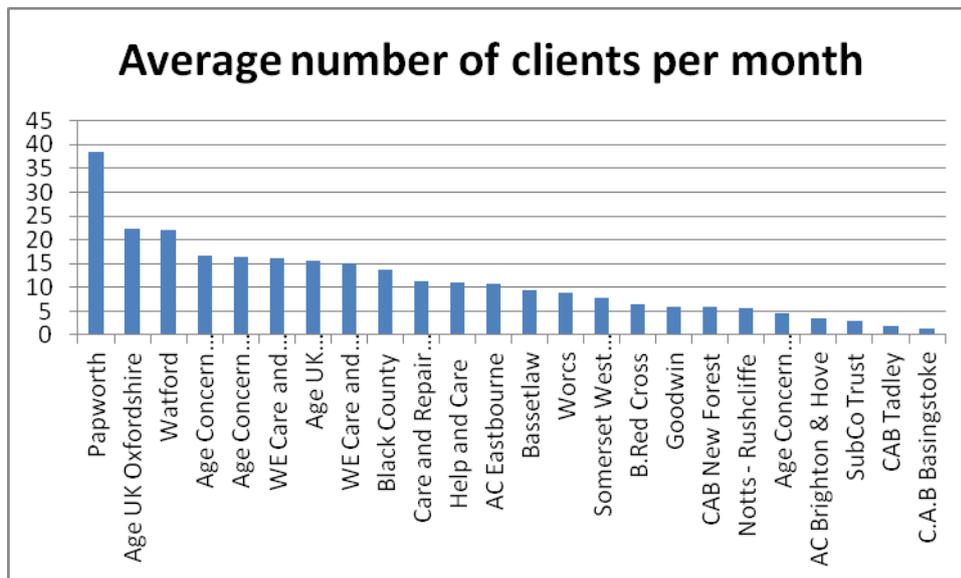
“The funding has enabled us to increase capacity. I can now go out and give talks to older peoples’ organisations such as to sheltered accommodation tenants and to tenants’ associations. Since October as of yesterday [early May 2012] I have seen 1200 people. I give an hour long presentation on benefits available, tax information, water rates, gas and electric etc. I also mention FirstStop to get the message out. And this is only in 6 months, and I hope that each person mentions it to two or three friends”. (Quote from local partner interview)

Analysis of local partner monitoring data

The FirstStop local partners were required to complete monitoring records of the cases they undertook between the overall reporting period of 2/2/11 to 27/4/12. The records cover a 15 month period, although the local partners began operating the service with FirstStop at different times, so some partners have been conducting casework and collecting data for the full 15 months but other projects have only recently begun. There are 24 local partners who have submitted data from cases during this period.

During this reporting period there were 1636 individual cases undertaken by the local partners. This is an average of 109 cases per month across all partners and an average of 68 cases per local partner over the whole reporting period. Of these cases, where recorded, 587 are closed, 616 are ongoing and 364 are new.

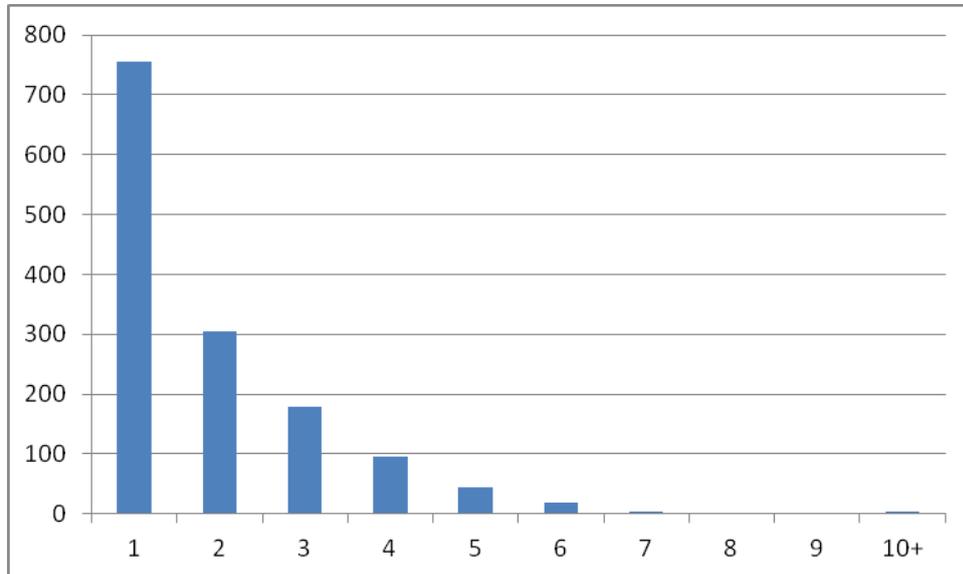
The local partners provide different types of services. They recorded dealing with very different average numbers of clients per month of operation:



The difference in the average number of clients per month reflects the different scale and types of local project. Some local partners received more funding than others and this is reflected in the number of clients. For example, Papworth is one partner but runs three separate projects and thus received three times as much grant as other partners only running one project, hence the higher average number of clients. These figures should not be taken as a comparison between partners as the scale of project and funding varied considerably.

The partners were asked to record how long they spent on each case.

Time spent on all cases in hours:



The average time spent on **closed** cases was 1 hour and 39 minutes. On average across the closed cases:

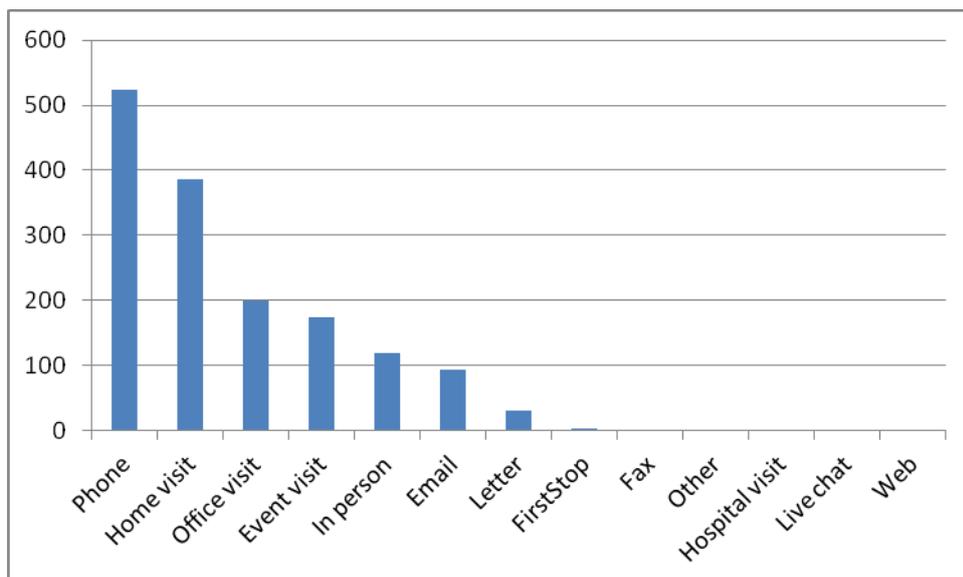
24% took more than two hours.

72% of cases took less than two hours.

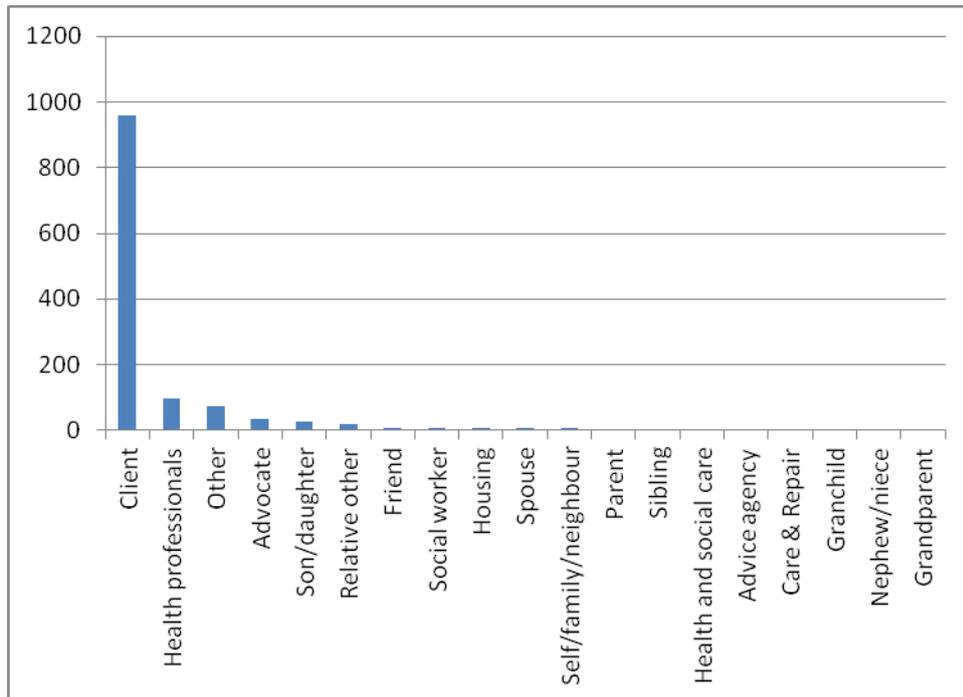
41% of cases took less than an hour.

34 % took 30 minutes or less.

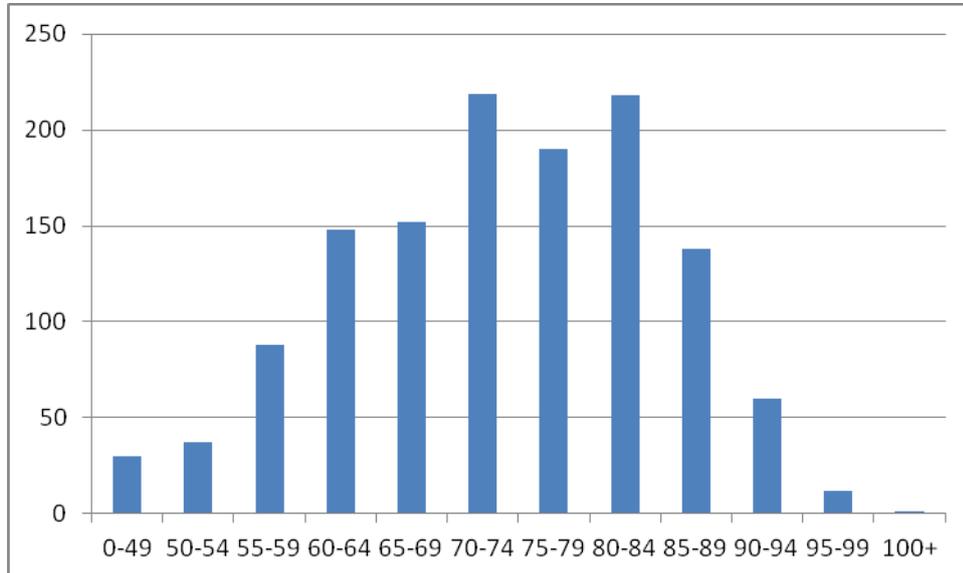
The initial contact with clients came predominantly by phone or home and office visits:



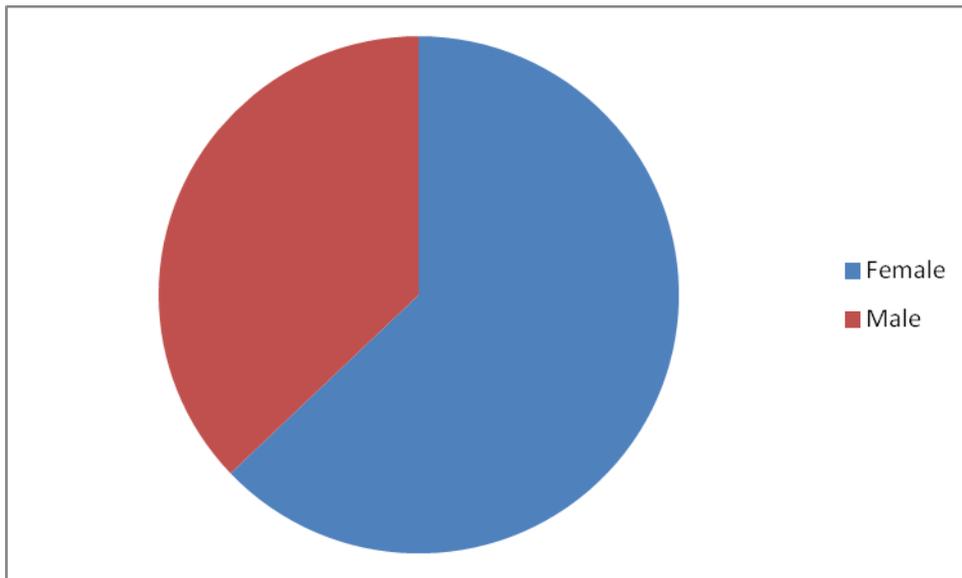
The partners recorded the relationship between the person who contacted them and the older person. The overwhelming majority of clients were the older people themselves:



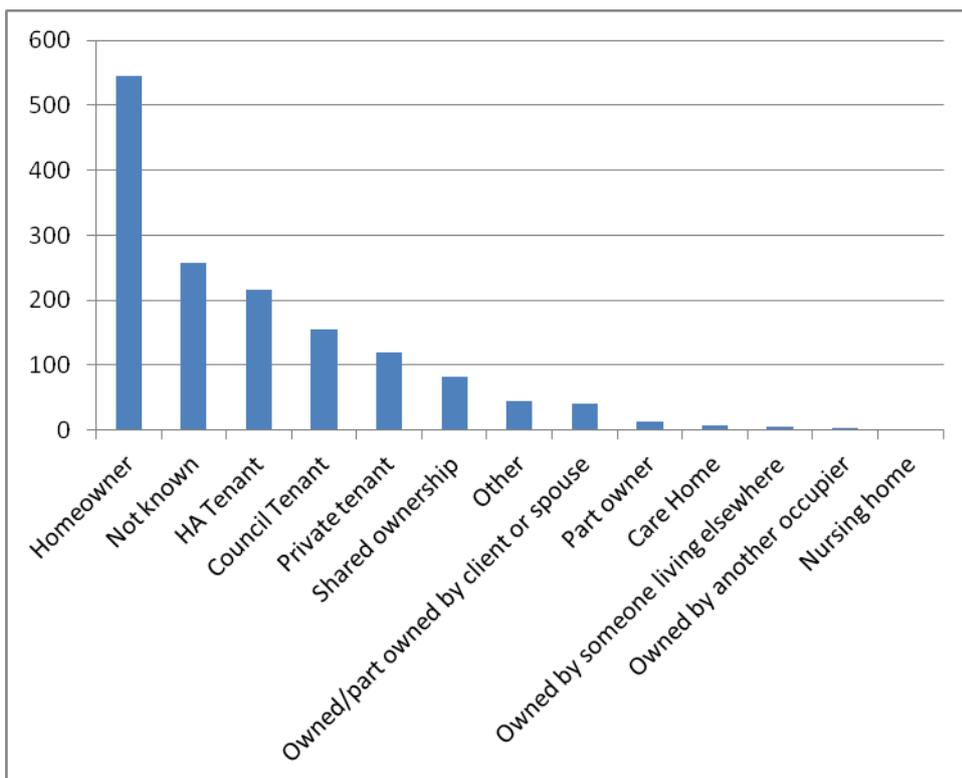
The age profile of the clients was distributed across a range:



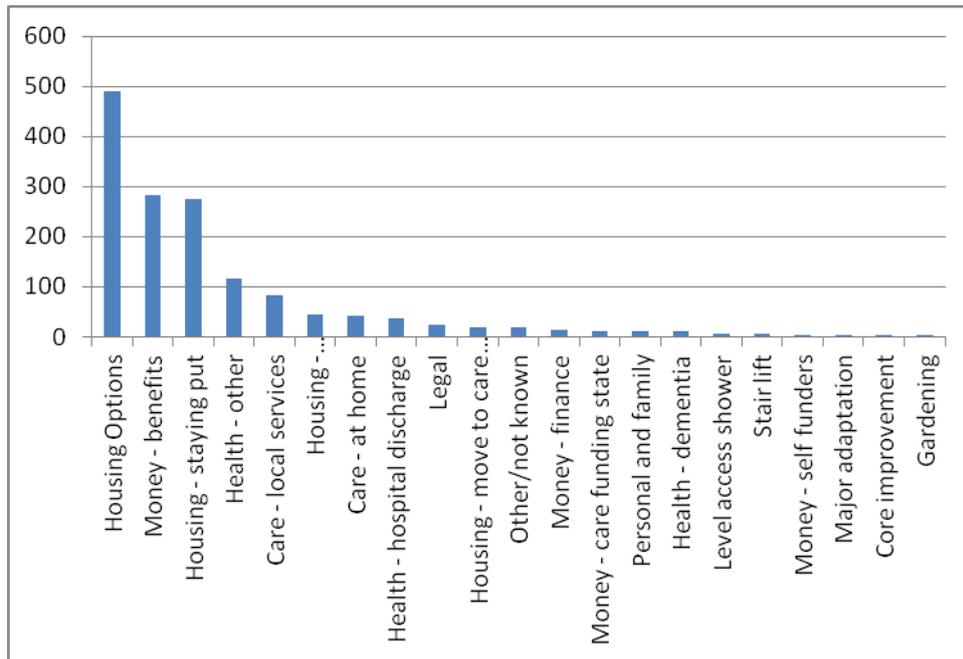
The majority of people who contacted the services were female, 63%, and 37% were male:



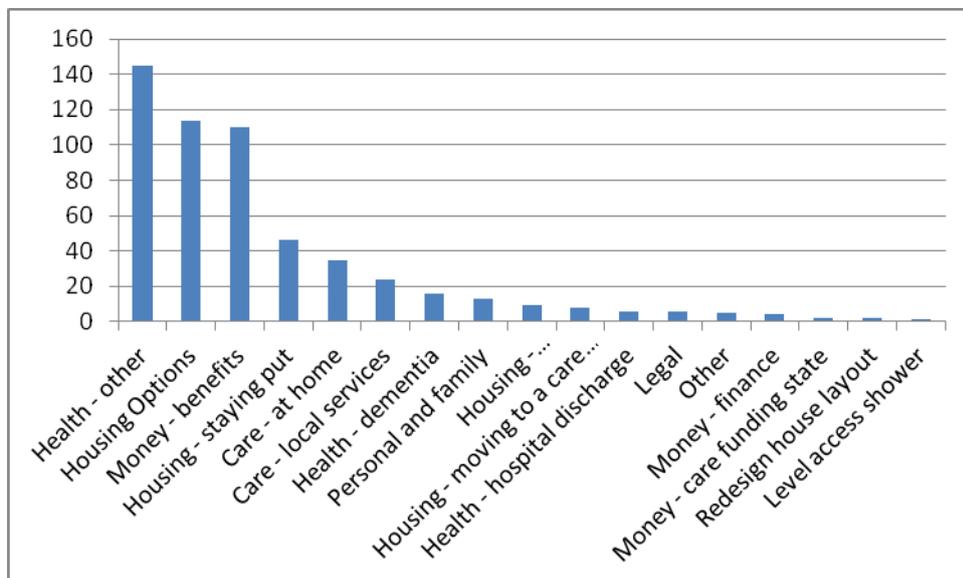
The majority of people contacting the local partner services were home owners:



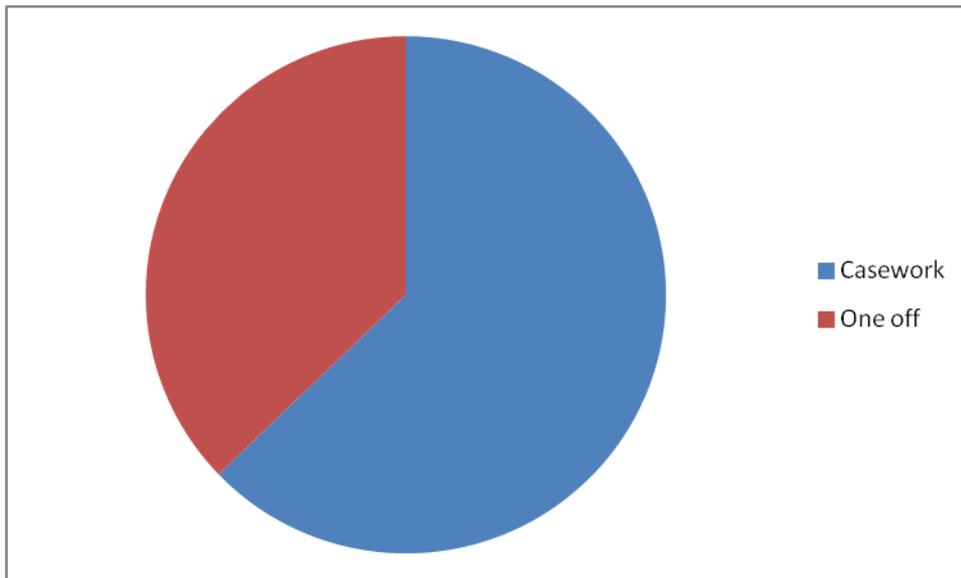
The most common presenting issue was general Housing Options followed by benefits issues and support to stay put:



The number of other cases with a secondary presenting issue can be taken as a proxy for the complexity of cases. One third of the cases had a secondary presenting issue:



More of the cases, 63%, were ongoing casework rather than one off enquiries, 37%:

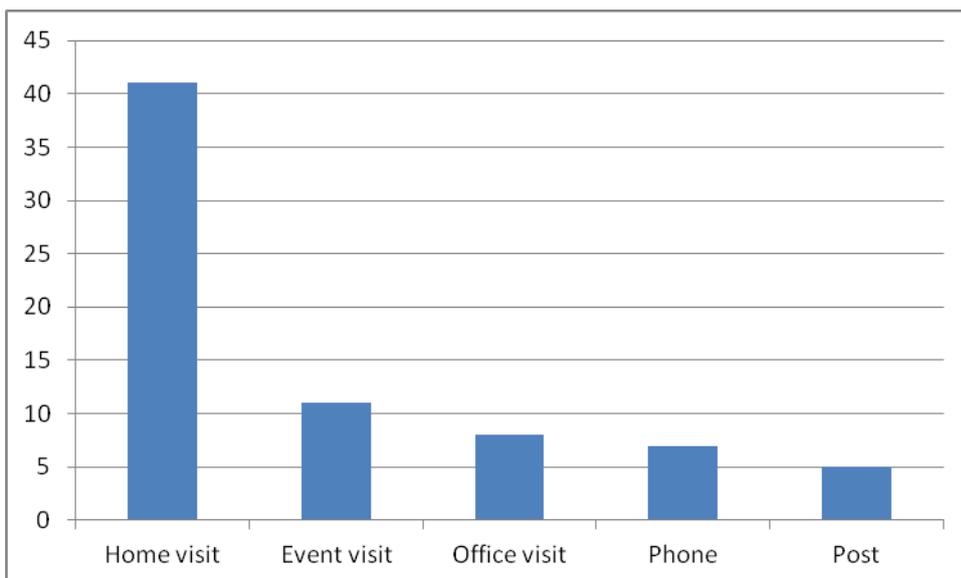


Some data on outputs and outcomes can be gathered from the monitoring data. 15% of cases involved referrals to other agencies and 13% of people were signposted elsewhere.

A random sample of 139 of the cases was analysed to explore outputs. Of these 16% were recorded as being referred to other agencies and 9% were signposted elsewhere.

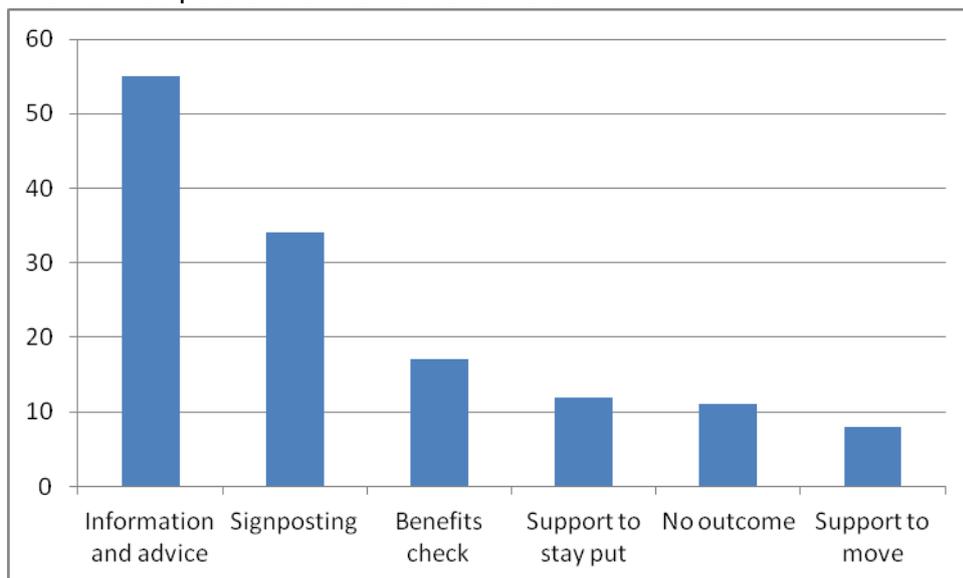
40% of the sample cases were closed, 32% ongoing 32% and 22% were new.

Subsequent contact had been made with 52% of the sample cases. This follow up contact was in the form of:



The sample cases were analysed to identify the main output of the intervention and any likely secondary output. The case file notes were grouped into categories of outputs.

The main outputs of the interventions were:



No outcome refers to no change in the individual's circumstances within the reporting period.

Main and secondary types of output:

	Main	Secondary
Signposting	25%	1%
Information and advice	40%	8%
Benefits check	12%	6%
Support to move	6%	6%
Support to stay put	9%	12%
No outcome	8%	0

Case studies

The evaluation has already identified a number of outcomes of the case work for clients. These include:

- Signposting to information or services.
- Information and advice provided.
- Support in decision making.
- Benefits checks.
- Changes to more appropriate care packages.
- Supported to move to more appropriate accommodation.
- Supported to stay in their current home e.g. adaptations (Burgess et al, 2011).

The research also identified a number of benefits to the individuals who used the services:

- Feeling more confident in making decisions, feeling more informed and more able to choose between different options.
- Particularly through the local projects clients were supported to stay in or move to the accommodation of their choice, empowering them to live in the housing that they felt suited them best and giving them wider choices.
- Prevention of housing related health problems e.g. falls and unplanned and unwanted moves into care homes.
- Some clients were financially better off through receiving financial advice and/or benefits checks.
- Reduced anxiety.
- Improved well being and quality of life (Burgess et al, 2011).

The local partners were asked to provide case studies exemplifying the cases they work on in their quarterly reporting. The examples below were written by the local partners and demonstrate in more depth how the case work assists individuals:

Case Study 1 – assisted to move from unsuitable housing to sheltered accommodation

Miss S R was seen by an advisor as she expressed that she was not happy in her current accommodation as she had disagreements with a number of her neighbours. The advisor visited Miss S R and discussed her options. It was agreed that Miss S R would benefit from another placement in sheltered accommodation as she required support due to physical and mental health problems.

The advisor helped Miss S R identify alternative accommodation and complete the relevant application forms. Once accepted, the advisor supported Miss S R to find help with moving and helped her to set up benefit claims as required at her new address. The advisor continued to support Miss S R until she was settled and happy in her new accommodation.

Case Study 2 – assisted to move to Extra Care, preventing entry to residential care

Mr M is in his late 60s. He rented a room in a shared house on the second floor of a house he shared with others. He was admitted to hospital as an emergency. Over time he had to have both legs amputated. This made it impossible for him to return to his previous accommodation. His sister was doing all she could, she ended the tenancy and had his benefits re-directed to her address.

The Housing Options caseworker filled in the Homefinder form with him, helped fill in other forms relating to his benefits and applied for attendance allowance. She liaised with the social worker and the local housing department and secured a flat in an Extra Care housing

scheme. She attended the sign-up meeting at the hospital and arranged housing benefit and council tax benefit. The only other alternative to this would have been residential care which would have given Mr M much less independence and a lower quality of life. Mr M now has an electric wheelchair and get around the scheme independently and is much more positive about his future.

Quote from Mr M's sister "Everyone worked well together from the hospital O.T., social worker and the Housing options caseworker. Without the extra handholding I do not know what I would have done. I would have struggled without them."

The Housing Options Caseworker was also given a bunch of flowers as a thank you gift.

Case study 3 - self funder saved from move to care home

Mrs F (83) of Weston s Mare was referred to North Somerset Care and Repair's FirstStop Housing Options Service by The Council's Care Connect duty worker after receiving calls from Mrs F who was ill and depressed. Mrs F had tentatively reserved a place at a local private Care Home which would cost her over £500/week, much of it payable from capital raised by selling her small house. She had not yet had a Community Care needs assessment. It appeared to the caseworker and to her family that Mrs F does not need a full care placement.

The caseworker arranged for a visit to an Extra Care scheme with 32 flats, managed by a Housing Society independent of the Council's Homechoice waiting list system.

They quickly agreed after a formal application her suitability for this form of housing and were able in March 2013 to offer her a vacant flat with walk in shower room, living room and bedroom and kitchen there for £250/week rent. This includes rent, council tax, heating and lighting, water and sewage charges, alarms, care on site, warden and paperwork needs service, a three course meal at lunchtime, activities, common rooms, internet, laundry rooms, lifts etc. Mrs F's health and demeanour had already changed hugely for the better.

She put her home on the market. The capital released will have only to pay a little towards the Clarence House Extra Care scheme weekly costs (on top of her pensions and Attendance Allowance). The capital will help her be self-funded for many years.

It is likely that she will never have to move to full care and all the cost that entails. Therefore it is unlikely that her capital will ever drop below £23250 and therefore Social Services will not have to pay towards her care, rent and Council Tax rebates won't be needed and there are already reductions in costs regarding her health needs. Her demeanour and health are very noticeably improved.

Summary

- National and local usage of the service is increasing.
- FirstStop's measures of usage of the website have exceeded the targets set, although the numbers of clients contacting advisors at the national service missed the output target by 19% (over 4,000).
- National public sector costs are reducing.
- Local partner development has continued and the network has been expanded.
- More clients have been reached through the local partners and public sector costs are coming down.
- Unit costs of the local work are relatively high. Expenditure on local development and delivery includes training, support costs, peer support and peer to peer information, much of which supports the range of activities undertaken by the local partners, as well as the direct grants paid to partners. It is possible that some of this expenditure is investment in supporting new initiatives and will be reduced over time as local partners need less support, thus reducing unit costs as more of the funding is used solely on front line work.
- Local partners also undertake non case work activities which can inflate the unit cost, including awareness-raising of housing options for older people and of the FirstStop service locally. This might in some cases lead to outcomes which are not able to be monitored tracked or captured by FirstStop and/or which it would not be possible/appropriate to confidently attribute to FirstStop
- The evaluation has also analysed at the benefits and potential public sector savings through four local partner case studies.

FirstStop 2011/12 Data Verifying

Outcome 1 - Older people receiving advice and support to make good decisions about housing, care and finance

Outcome 1 - Google Analytics

1.1 - Downloads of Housing Related Documents (previously Outcome 1)

	FirstStop Figure	Checking	2010/11 Figure	Notes
Housing Related Document Downloads	45,975	45,975	37,739	<p>Not included in 2011/12 reporting, but John Dillon provided this figure. For both years, the figure is for total downloads with no filtering for 'Housing Related'. Not sure if it is safe to assume that all FirstStop downloads will be housing related?</p> <p>The 51 cases for '/downloads/kbase' were excluded because John Dillon identified them as errors.</p>

Methodology: Filter content reports for the financial year on both FirstStop GA accounts, using individually '/virtual/download' and '/downloads/kbase'. Add up the results >>>>>>

	FS	Accu
/virtual/download	44,786	1,189
/downloads/kbase	51	0

1.2 - Website Users

	FirstStop Figure	Checking	2010/11 Figure	Notes
Total	150,856	150,856	n/a	See (i) in 'Other Notes' below.
Seeking Housing Advice	101,073	101,073	91,407	See (ii) in 'Other Notes' below.

Methodology: (1) GA's 'Unique Visitors' statistic

(2) Figure from (1) multiplied by a proportion calculated from pageviews for the 4 core web pages (all of 'Housing Advice' pageviews and half of the others as a percentage of total pageviews from these 4 core pages) - see >>>>>>>>>>

	Pageviews	%	FS %
Housing Advice	14,815	34.0%	34.0%
Care Advice	9,256	21.2%	10.6%
Finance Advice	14,972	34.3%	17.2%
Rights Advice	4,557	10.5%	5.2%
Total	43,600	100.0%	67.0%

Other Notes:

(i) Figure not provided last year. For current year there were also 17,277 Unique Visitors on the Accommodation sub-directory, but it is unclear whether the two figures could be combined without double-counting based on the same user session. Because the reported figure is in line with the target, it may be less important to develop much a methodology.

However, it is unclear how GA's inaccurate mapping of actual users impacts on FirstStop's Unique Visitors figure, which is actually a count of cookies set based on unique browser/computer account/computer combinations. It is therefore likely to be inflated by visitors who use multiple devices, accounts or browsers and those who clear their cookies between visits. Conversely, it can be deflated by those sharing a browser/computer account/computer setup. The net effect is likely to be a considerable inflation of the real level of unique users - online reports suggest in the range 3.5- to 10-fold (although an authoritative source was not discovered).

The website also has a very high Bounce Rate of 54% (49% for homepage) and a high proportion of users leaving within 10 seconds (57%) and 1 minute (>70%) , indicating that many website users are not interested in the website content. This questions whether these individuals are actually 'using' the website in any meaningful way and whether it is valid to include them in the 'Customers' total.

(ii) Daniel Pearson (DP) - 'Housing related advice figure is based on using the percentage of visitors to the 4 main site area homepages as proxy for overall use of site – housing advice, care advice, finance advice and rights advice. The formula for aggregating housing advice is based on all visitors to housing area home page and half the other areas. Allocation of unique visitors to the housing results in 67% of total visitors deemed to be seeking housing advice.'

This simple methodology seems likely to lead to inaccuracies (e.g. based on the relative quantity of content in each section, differential treatment of sections by search engines, assumption that half of non-Housing Advice pageviews are regarding housing etc.) However, the main concern regards the use of the Website Users figure (see notes above). Use of this figure may result in a significant inflation of users deemed to be 'seeking housing advice'. For example, following this logic some of the website users who bounce are classified as 'seeking housing advice' and it would be very difficult to attribute such a motivation to them based on a single pageview.

Outcome 1 - FirstStop CRM

1.3 - Total number of people receiving housing related advice from a FS advisor

	FirstStop Figure	Checking	2010/11 Figure	Notes
Personal housing related advice from a FirstStop advisor	18,191	18,083	n/a	See (i) in 'Other Notes' below.
Face to face info, advice and/or casework from a FS local partner	2,132	Cannot Check	n/a	Cannot check peer-to-peer element - but looks believable according to Gemma (see below)
(a) Local partners	1,902	FS provided data and information to support this figure	n/a	Data provided by Julie Adams - "1,624 cases in the spreadsheet plus 135 cases by Warwickshire (in CRM), Oxfordshire reported in their qtrly reports 26 Q1 + 21 Q2, none of which are on the consolidated spreadsheet = 47. Worcs reported 27 Q1 + 47 Q2 none of which are on the consolidated spreadsheet = 74. Notts reported 24 Q1 + 29 Q2 = 53, of which 40 are on the consolidated spreadsheet. Leaving 13 to count. Somerset reported 15 Q1 + 33 Q2 = 48 of which 13 are on the consolidated. Leaving 35. So it looks like we under reported by 26 to DCLG."
(b) Peer to peer	230	Cannot Check	n/a	Gemma - No I don't think we have any other source to verify other than what FS told us, but based on the peer to peer done by Care & Repair last year it sounds believable
Q4 face-to-face from Local Partners (monthly average)	350-400	350-400	n/a	Based on spreadsheet provided by FirstStop. The majority of cases are face-to-face, so the reported figure looks reasonable.

Methodology: SQL for 18,083 figure (with 135 subtracted):

```

SELECT TOP (100) PERCENT dbo.[Case].CaseID
FROM dbo.[Case] INNER JOIN
      dbo.Case_Contact ON dbo.Case_Contact.CaseID = dbo.[Case].CaseID
WHERE (dbo.[Case].DateCreated BETWEEN '2011 - 04 - 01' AND '2012 - 03 - 31')
GROUP BY dbo.[Case].CaseID
ORDER BY dbo.[Case].CaseID
    
```

Other Notes:

(i) The totals in FS excel reports were 18,011 and 18,325. The latter was used as a basis for the reported figure, with some partner cases removed to avoid double-counting (the 135 for Warwickshire). The former used a methodology which excluded cases without interactions - hence a slightly smaller number. The checking methodology used a query that returned all cases that had associated contact details and then removed 135 from the total for Warwickshire. The result was very close to that reported by FirstStop (within 1%) - the difference is very likely due to some methodological differences - for their own reporting purposes, FS used first interaction date where available (unavailable or a day or more different in approx 2% of cases), removed test records, applied various CASE criteria etc. Although it should be noted that core contact details were not recorded in over a third of cases (more than 6,500) and that, as a result, it is likely that there is some double-counting. Also, this figure assumes that new cases are generated appropriately by FirstStop advisers. However, it may be that any over-counting is counteracted by under-counting in other areas (e.g. where a couple are listed as an individual case).

Total

714

679

2.2 - Users Visiting the Partnership Webpages

	FirstStop Figure	Checking	2010/11 Figure	Notes
From the Homepage	11,912	14,053	n/a	Total 'unique pageviews' based on a filter are not directly equivalent to 'users' . A single user could easily create a number of 'unique pageviews' by visiting different pages under the filter or perhaps by visiting the same page at different times. In addition, FirstStop's strategy for recording online behaviour in GA leads to a slight inflation of pageview data (e.g. it is setup to record links to external pages as 'pageviews'). Therefore, methodologies should be based on urls rather than filters.

Methodology: DP: 'I have checked the method I used to reach this figure in April and, if you go to www.firststopcareadvice.org.uk, then click on Site Content, then pages and then type in "partnerships" in the box, you are given the total of 11,912 unique pageviews.'

I queried this methodology on 30/05/2012 because the pageviews dried up in mid-January, when - I assume - the pages were moved to the accommodation sub-domain. DP agreed that the methodology was incorrect and that the sub-domain webpages should be included. JD provided the urls for these webpages so they could be included in the final figure (see Calc worksheet). In calculating these figures FirstStop's filter methodology has been followed - however, this will lead to slight inflation of the figures.

Partnerships filter	11,912
ser-info filters (accomm)	2,141

Outcome 2 - FirstStop CRM

2.3 - Advice Service Referrals

	FirstStop Figure	Checking	2010/11 Figure	Notes
To local partners	450	442	n/a	
To local authorities	921	920	n/a	
To commercial service providers	306	304	n/a	
To advice agencies	1,055	1,049	n/a	
To accommodation providers	1,496	1,493	n/a	
Advice agency referrals to FirstStop	Over 2,400	Over 2,400	n/a	2,202 in FS Combined Case Interaction Report, 2,414 in FS Cases by Country and key fields Report

Methodology: SQL used for referrals:

```

SELECT CaseID, DropDownIDLv12, DropDownIDLv13, count(ReportingSummary.DateCreated) as
Referrals
From ReportingSummary Inner Join
Interaction On ReportingSummary.NamespaceID = Interaction.InteractionID
Left Outer Join Case_Interaction On Case_Interaction.InteractionID =
Interaction.InteractionID
WHERE TopDropDownGroupID = 96
AND DropDownIDLv11 IN (3,4)
AND Namespace = 1
AND ReportingSummary.DateCreated BETWEEN '2011 - 04 - 01' AND '2012 - 03 - 31'
Group by CaseID, DropDownIDLv12, DropDownIDLv13
Order by CaseID, DropDownIDLv12, DropDownIDLv13

```

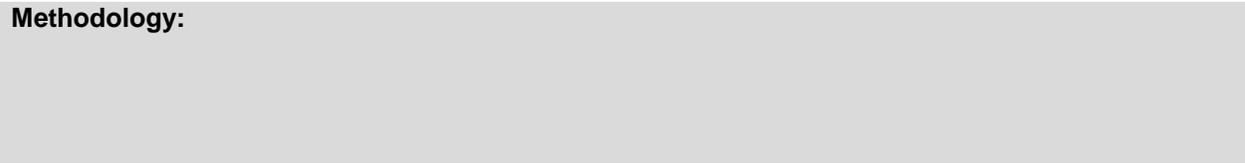
Outcome 3 - Enhanced local delivery of housing options advice services for older people to support independent living in later life by working with local authorities and other local and national partners to help older people make good decisions about their housing and support and avoid health problems and unplanned care home admissions

Outcome 3 - Google Analytics

3.1 - Referrals to Specialist Services

	FirstStop Figure	Checking	2010/11 Figure	Notes
Total referred or signposted	Over 1,000	FS provided data and information to support this figure	n/a	<i>Spreadsheet provided by DP</i>

Methodology:



Outcome 4 - Older people moving to more suitable accommodation

Outcome 4 - FirstStop CRM

4.1 - Numbers of people helped to downsize

	FirstStop Figure	Checking	2010/11 Figure	Notes
Total (of which:)	10,929	Cannot Check	5,618	<i>Elements are based on reports local partners send to FS</i>
(a) Received bespoke housing options reports	10,635		n/a	<i>Data not available as at 8th July 2012</i>
(b) Face to face info/support from local partners	265	Cannot Check	n/a	<i>Based on reports local partners send to FS</i>
(c) Referred/signposted to partners under the FirstStop Moving Home service brand	29	FS provided data and information to support this figure	n/a	<i>See (i) below for SB's methodology. Julie Adams reports that this is likely to be an underestimate.</i>

Methodology:

(i) These can be identified as Referrals/Signposted to -> Commercial service providers -> Seamless Relocation

So

```
ReportingSummary.Namespace = 1 -- Interaction
ReportingSummary.NamespaceID = Interaction.InteractionID
ReportingSummary.TopDropDownGroupID = 96 -- Interaction Options
ReportingSummary.DropDownIDLvl1 IN
(
  3, -- Signposted to
  4 -- Referred to
)
```

Then

```
ReportingSummary.DropDownIDLvl2 = 8 - Commercial service providers
ReportingSummary.DropDownIDLvl3 = 9 - Seamless Relocation
```

Outcome 5 - Older people living in improved housing

Outcome 5 - Google Analytics

5.1 - Equity Release Web Pages

	FirstStop Figure	Checking	2010/11 Figure	Notes
Unique pageviews on ER web page	1,025	957	589	DP now agrees with my figure. 2010/11 figure was for Q3-4 only.
Unique pageviews on enquiry form	169	174	n/a	DP now agrees with my figure.

Methodology: DP: 'I have checked the method I used to reach these figures and they now differ slightly. If you type equity-release in the box you get a figure of 957 unique pageviews of the equity release page (/finance/equity-release.aspx) rather than 1025 and 174 unique pageviews of the Equity release enquiry form (/finance/equity-release-form.aspx) rather than 169. Some changes may have been made to the site architecture, which might explain these anomalies.'

Outcome 5 - FirstStop CRM

5.2 - Numbers of people given help/advice on equity release

	FirstStop Figure	Checking	2010/11 Figure	Notes
Total (of which:)	246	249	546	
(a) Via local partners	23	26	n/a	Based on local partners spreadsheets supplied by FS
(b) Via FirstStop National	54	FS provided data and information to support this figure	n/a	See SB's methodology below, (i). SB reports that this is likely to be an underestimate.
(c) Houseproud SW7 Scheme	169	FS provided	n/a	See DP email below, (ii)

data and
information
to support
this figure

Methodology:

(i) These can be identified as Referrals/Signposted to -> IFAs -> Retirement Solutions

So

```
ReportingSummary.Namespace = 1 -- Interaction
ReportingSummary.NamespaceID = Interaction.InteractionID
ReportingSummary.TopDropDownGroupID = 96 -- Interaction Options
ReportingSummary.DropDownIDLv1 IN
(
3, -- Signposted to
4 -- Referred to
)
```

Then

```
ReportingSummary.DropDownIDLv2 = 5 - IFAs
ReportingSummary.DropDownIDLv3 = 11 - Retirement Solutions
```

BUT, also includes non-CRM data.

(ii) Email from DP regarding (c):

Daniel

It's obtained from the CRM. There are three sources:

- * Referred to as at 2012-03-31 - Pivot (table) referred to ML - London SW7 Boroughs - 14
- * As above - As above - Home Improvement Trust - 11
- * Cases by country and key fields as at 2012-03-31 - HDYHAU - Houseproud - 144

The last figure captures people ringing the Houseproud number which we used to answer for the 7 boroughs; the first captures referrals on to the 7 boroughs and the second referrals to HIT.

I hope this helps

Daniel

Outcome 6 - Better housing outcomes for older people

Nothing to check

Outcome 7 - Capacity building and quality assurance for housing information and advice services

Outcome 7 - Google Analytics

7.1 - People viewing self-training materials

	FirstStop Figure	Checking	2010/11 Figure	Notes
Total	727	242	n/a	<i>When asked for the relevant urls DP provided an updated total of 242 (see email below). This total was then checked. These are unique pageviews and therefore may not map accurately to 'people'.</i>

Methodology:

Daniel

I have a confession to make. I have spent quite a while over the last day or two trying to find the source of the figure of 727 people who downloaded self training materials which was quoted in the DCLG report. My notes from the time show a single figure but not the url. Anyway, the total I can give you now is 242, made up of

* 145, which is the total of unique pageviews listed if you enter self-training in the box on the Pages screen, and

* 97, which is the total if you enter issuu in the box, which lists page views for the documents

The fact that I can't find the original figure quoted may, I believe, be due to changes in the location of the self-training materials on the FirstStop website or other recent changes to the website . Sorry about this

Daniel

Outcome 8 - Cross-sector housing options services – a feasibility study

Nothing to check