



# Information Round-up

2021 – 2022 Report

# Stockport Information Round-up (IRU)

The Stockport Information Round-up was set up during the pandemic in **March 2020** as an update circulated to stakeholders;

- voluntary and community organisations,
- health and care services,
- care homes,
- Healthwatch members and
- the public

to share with each other information about changes to all our services, their delivery, and the various services that were being offered in response to the pandemic as well as government guidance.

Over the weeks the circulation list grew organically, and increasingly more organisations and services were sending us updates for us to promote.

# Stockport Information Round-up (IRU)

It was an almost daily sharing of information as covid developments changed rapidly, and services were adapting ways of working.

It settled to a weekly email – IRU in **May 2020** that was circulated to stakeholders with the latest news & information, events, job opportunities and surveys. This changed in **June 2021** when we moved it from an email update to web based online update.

# Reasons for moving online

We moved the IRU from email to web based because;

- Emails were becoming too large and weren't sending to all recipients.
- There were too many attachments on some round-ups causing us to send the round-up over two or even three emails.
- Sometimes people couldn't read the email because the font was too small.
- There was no unsubscribe button to stop receiving the IRU.
- We can measure how many people view the IRU allowing us to create reports such as this one.
- Not all the emails we sent out directing people to the online IRU would be delivered as it would be under the memory limit for emails.
- Its easy to back and view the IRUs in one place if you have missed anything.
- You can change the size of the font online and make use of our accessibility button.

# Current Structure

The IRU consists of;

- **Information**
- **Information with attachments** (*This allows the user to download images, flyers, documents and powerpoints etc.*)
- **Job opportunities**
- **Surveys and consultations**
- **Other Newsletters and e-Bulletins**

**We wanted it to be different to our Healthwatch Stockport e-Bulletin**

Moving online has allowed us to include accessibility features.



# Current Numbers

As of **March 31st, 2022**, we currently have **480** people on the circulation list to receive the IRU, but our reach is much wider – this has grown from 74 when we sent our first one out in March 2020.

From April 1<sup>st</sup>, 2021, to March 31<sup>st</sup>, 2022, we have circulated **1342** pieces of information including;

- **581** other newsletters and e-Bulletins
- **37** different surveys
- **34** different job opportunities

**1,342**

**Pieces of Information  
circulated**

**480**

**People signed up**

# Current Numbers

Over the course of the year, we have had **8,580** people visit the website viewing our Information Round-up pages.

This is something we would not have measured if we didn't move the IRU to online. It peaked in July 2021 with **1,412** different page views across July.

We aim to publish an IRU each week, throughout this year we managed to publish **43** Information Round-ups.

**43**  
**IRU's**

# The Sharon Fallows Corner

Sharon Fallows has been a long-time friend to Healthwatch Stockport. Each week she provides us with important information, events and “*good visuals*” as she trawls through websites, social media, and hears on the grapevine information to share with us to pass on to you.

This year she circulated **469** pieces of information. In one month alone (**September**) she managed to circulate **84** pieces of information in only 4 IRU’s – which is a tremendous amount.

We would like to take this time to say **thank you** to Sharon for providing us with this information and we really appreciate what she does for us.





# Feedback

**Since we have started running the IRU we have received so many lovely compliments, which has helped us see the value in ensuring we keep up the momentum to release the IRU weekly.**

**Thank you for the great comments and do let us know how we can improve, make further suggestions and encourage others to sign up and provide feedback.**

*"We will look at pushing this out again in the new year as it really is a great source of information."*

*"Thanks Liam for all the info- throughout the year. Love the picture of you all"*

*"I really appreciate your updates"*

*"First time I've seen this and really impressed, very informative"*

*"Its Friday again and here is Liam's fantastic update of everything that is happening in Stockport."*

# How do I get involved?

Do you want us to promote your work, survey, event or information? Contact **Liam** at [comms@healthwatchstockport.co.uk](mailto:comms@healthwatchstockport.co.uk) and he will try his best to include you in the next Information Round-up.

**Don't receive the IRU but want to.** Do you want to receive the IRU weekly? You can sign up by [clicking the link here](#).

Are you looking to see what the IRU looks like? You can visit our IRU home page where you can find all the IRU's over the past year.

[IRU Homepage](#) alternately you scan or click on the QR Code and this will take you straight to the home of the IRU.



[www.healthwatchstockport.co.uk/IRU](http://www.healthwatchstockport.co.uk/IRU)

Want to make a comment or suggestion let us know by [clicking here](#)

# For more information

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