

Communications Department – Key Performance Indicators

	KPI	DETAIL (Figures are for this period unless specified YTD)	MONTHLY TARGET/ STATUS
	Media relations		
1	Press/ news releases sent YTD (Target: >19)	20 press/ news releases distributed YTD	G
2	Total mentions YTD (Target: >257)	105 mentions YTD	G
3	Coverage: % positive or neutral (Target: ≥80%)	81%	G
4	Coverage: % negative (Target: ≤10%)	19%	A
5	Proactive comms: FTP hearings (Target: 3)	1	A
	Press/news releases	Title, date	
	Website		
	Visits to website (2008 average: 187,536)	84,181 visits YTD	G
	Average pages per visit (2008 average: 8)	7.56 average pages per visit	G
	Average daily hits (2008 average: 514)	550 average visits per day	G
	Intranet		
	Visits to iSpy (Target: 446 visits in launch month)	1,867 visits YTD 373 per month	A
	Average pages per visit (Target: >7)	7.39	G
	Stakeholder engagement		
	Completed GOC consultations YTD (Target: 3)	1 completed, 5 currently open	G
	Average responses received YTD (2008 average: 11)	Completed consultation: Codes: 53 Incomplete consultations: DO fees: 37 Revalidation: 35 Open strategy: 6 written plus 10 presenting to Council	G

		WLS: 1 IC guidance: 0 Avg of five yet to close = 17.8 Avg of all six = 23.7	
	Average patient and public response rate YTD (2008 average: 2)	Total of 2 written responses, 3 presentations to Council and 12 people attending consultation event	G
	Responses to others' consultations YTD (Target: 12)	4	A
	Public and patient survey response rate YTD (Target: 5%)	N/A	
	Stakeholder Update circulation	274	G
	% of people unsubscribing from Stakeholder Update	0	G
	Consultation events held (2008 total 1)	<ul style="list-style-type: none"> ▪ Codes of Conduct, London, 16 April ▪ Four planned for the autumn 	G
	% rating events useful or very useful YTD	90%	G
	UK countries covered YTD (Target: 4)	1 YTD Other 3 planned	G
	Attendance at events	36 people at Codes event, of which 12 PPI	G
	Conference/ exhibition events		
	Attendance YTD	<ul style="list-style-type: none"> ▪ Optrafair (Apr) ▪ Trading Standards 	G
	Public and patient events attendance (YTD)	1 YTD (TSI)	G
	Publications		
	Annual Report: number of feedback responses (Target: ≥5%)	Not published at date of this report.	n/a
	Annual report: proportion of positive	Not published at date of this report.	n/a

	or neutral feedback (Target: 40-50%?)		
	Annual report: production costs (Target: <£30k)	Not available at date of this report.	G
	Bulletin: number of feedback responses	Not yet measured	A
	Bulletin: proportion of positive or neutral feedback	Not yet measured	A
	Bulletin: production costs (Target: <£35k)	Not yet measured	A
	eBulletin: number of feedback responses	Not yet measured	A
	eBulletin: proportion of positive or neutral feedback	Not yet measured	A
	Total number of electronic publications in existence YTD (Target: 7)	6	G
	Publications	<ul style="list-style-type: none"> ▪ eBulletin (sent Apr) ▪ Stakeholder update (sent May) ▪ IC-GOC (sent each month) ▪ AR (in production) ▪ About Us info leaflet ▪ How to complain info leaflet 	G
	Equality and Diversity and Welsh Language		
	Action plan targets this period	<p>Involve diverse stakeholder groups in GOC work</p> <p>Promote equality and diversity activities</p> <p>Website accessibility</p> <p>Accessible Publications</p> <p>Positive representation of black and minority ethnic groups and people with disabilities</p> <p>We are currently consulting on our Welsh Language Scheme.</p>	G
	Targets achieved	All of the above	
	Notes	Implementation of the stakeholder engagement strategy is ongoing. A number of initiatives are already underway, and have been	

		<p>successful in encouraging wider involvement in GOC consultations. Articles have appeared in the Summer 08 and Winter 08/09 editions of Bulletin. Summer 2009 featured the perspective of a deaf member of the public giving his point of view on problems faced at an opticians</p> <p>The website remains compliant with these standards. We are planning a Welsh section soon. The GOC is producing two new public information leaflets. They have been approved for their use of plain English and Welsh versions will be available online. Recent GOC publications such as Bulletin and Stakeholder Update have used a diverse range of images</p> <p>The GOC photo library includes images of a diverse range of service users and professionals.</p>	
	Action plan targets next period	?	