

Background

Knutsford Medical Partnership is an integrated network across the GP surgeries within Knutsford. Based across four sites (Annandale Medical Centre, Town Lane Surgery, Manchester Road Medical Centre and Toft Road Surgery), the partnership has around 100 members of staff looking after approximately 22,500 patients. A central digital platform was needed to bring each of the practices into one uniformed, recognisable area – so patients could easily find the relevant information they urgently needed. The partnership aspired to have a website that would showcase the services the practices can offer, be a place for essential guidance and support and be a platform for them to show the work that they're doing with each area.

Action

MLCSU worked closely with Knutsford Medical Partnership in the following ways:

- Identifying the crucial objectives and actions for the project, which needed special attention and which should be prioritised
- Understanding the vital functions of the website, and what Knutsford wanted users to do and see once they reached the website
- Reviewing the current website to start the journey of creating a new platform that's fit for purpose and future-proof
- Explaining the modular approach to Knutsford, in order to understand what core functionality was required in the initial build of the website (e.g. document library, maps etc)
- Providing guidance around content and search engine optimisation (SEO)
- Supporting with site mapping and transferring of copy
- Supporting with adjustments to the design template chosen by Knutsford, so the website is more tailored to them and their requirements.

To ensure each of the vital actions were delivered in a responsive way, a bespoke approach for Knutsford was implemented in order to support and advance the build of the project.

Impact

Since the work began, there have been a range of benefits to Knutsford Medical Partnership. These include:

- **Increase in website traffic** – In the first month since the launch, the website has received 24,880-page visits, over 68,000 hits and an increase in unique visitors.
- **Quick turnaround** – We worked with Knutsford to create a production schedule for the project that was aligned to their individual needs, providing a beta version within 48 hours so they could see how their future website could look. We launched the website when the partnership was ready to do so, with minimal disruption. We also supported them with redirects of their old domains, so that users could find the new website with ease.
- **Flexible templates** – We recognised the need to make their website identifiable, so we worked with the partnership to incorporate suitable adjustments to the design template.
- **Simple to use** – The website is completely user-friendly. Once signed-up, it's intuitive to update and manage – regardless of the user's digital capability.
- **Easy to scale-up and further develop** – The website has been purposefully designed to enable further developments of the site with ease
- **Ongoing support and guidance** – Our support doesn't end once the website is launched. We understand our clients will come back to us, so we're always at hand to provide guidance.
- **Great value for money** – We understand our clients, and MCLSU is not about profit. We want to support our clients in creating a site that works for them with the tools available.

- **Responsive in design** – As the digital world is ever-changing, it's important to have a website that anyone can use on any device – be it mobile or

We've recently moved over from another website provider to the CSU. It was a slow start getting everything up and running as there was a lot of work involved from our side. Since the website has been up and running, we have had to make many changes as it's a work in progress. The team at the CSU, especially Jas, have been extremely helpful. Any type of query we've had has been dealt with quickly and efficiently by Jas. We can't thank the team enough for getting our website up and running and for the continued help and support whilst the website is live.

Sophie Hulme,
Knutsford Medical Partnership