

# Website Audit for Young People

Central London CCG

June 2022

**healthwatch**  
Central West London



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## Introduction

Healthwatch Central West London (Healthwatch CWL) is an independent organisation for people who use health and social care services. We deliver the statutory Healthwatch projects in Kensington & Chelsea and Westminster. Through our research and local engagement, we make sure that local people's views are always at the centre of decision making about health and social care.

We make this happen by:

- Listening to what people like about services and what could be improved
- Monitoring how changes in the health care system affect local people
- Helping to improve the quality of services by letting those commissioning, running, and making decisions about services know what people want from care

Young Healthwatch (YHW) is a dedicated team of young volunteers (aged 14-25) and core Healthwatch Central West London staff, committed to supporting the wellbeing of young people in Kensington & Chelsea and Westminster. We want all young people living, working, or studying in our boroughs to feel supported by local health and care service.

\*Please note, at the conception stage of the project, the North West London Clinical Commissioning Group (CCG) had not been created

## Background

From our recent Young Healthwatch survey of almost 200 local children and young people, we found that:

- Only 25% of young people would go to their GP for support with their mental wellbeing.
- Young people were more than twice as likely to consult with family or friends than with their GP.
- 84% had felt an impact on their mental health from COVID.

Young people in Kensington & Chelsea and Westminster have told us they would go to helplines and other sources of support online before their GP's website.

Our research shows that primary care services are not working well for young people. This has a significant impact on health outcomes: primary care services are the gateway to supporting young people's health and are essential for preventing ill health. Further research and analysis is required to identify the barriers to connection. In this report, we look at GP websites.

Our previous research on GP practice websites revealed issues in presentation and content ([view report here](#)), and we will explore if this is the case for young people too.

To help GP practices with their websites and to bridge the gap between primary care and young people, Young Healthwatch and the core Healthwatch CWL team reviewed all local GP practice websites. We have produced a set of recommendations and suggestions for follow up work and dialogue for practices.

## Methodology

Healthwatch CWL undertook a review of the provision for young people on GP websites between April and May 2022. We looked specifically for content for young people around accessibility and general information, service access and support, and engagement and involvement. We use a RAG (Red, Amber, Green) traffic light system to highlight findings, and report by Primary Care Network (PCN).

Young Healthwatch volunteers also provided a comment on each website. Some of these comments are presented in a corresponding podcast published on the Healthwatch CWL website.

## Executive Summary

During April and May 2022, our young volunteers reviewed all GP websites in the former Central London Clinical Commissioning Group (CCG) area.

### Summary of key findings

#### Information for young people

We asked the young volunteers to evaluate content and information that is especially relevant to them. They found that:

- 21 websites (72%) have a dedicated page for young people - in some cases this is quite difficult to find.
- While the information is about children, much of it is directed at adults.
- Similarly 21 websites (72%) have information that is generally relevant or appropriate for young people, again largely intended for adults. There is some praise for quality of content, and provision of links to further information.
- Just 1 website (Dr Victoria Muir's Practice) contains frequently asked questions for young people.
- 4 websites (14%) have information on communicating with families. There is praise for 'good resources' for paediatric services.

#### Wider browsing

We also asked the volunteers to report on their general browsing experience, and on areas including appointment access, staffing, symptoms, medication, diet/exercise and helplines. Findings:

- 15 websites (52%) are considered to have clear booking information and processes. A further 7 (24%) have information – however reviewers consider the booking process to be 'cumbersome'.
- While all websites contain staff lists, additional detail - such as specialty, or a photo is lacking on 24 (83%).
- Just 6 websites (21%) are clearly found to have a working symptom checker. Many link to a health application that is currently not available.
- Covid-19 support is outlined on 16 websites (55%).

- Medicines information was found on just 2 (7%), with detail lacking on both.
- 19 websites (66%) include information on diet and exercise, however this was often difficult to locate.
- 12 (41%) have links to helplines and associated information – again this was not always easy to find.

### **General positives and negatives**

The volunteers praised websites which:

- Are aesthetically pleasing.
- Are easy to use and navigate.
- Are engaging.
- Are mobile friendly.
- Contain useful information.
- Have a functional symptom checker.
- Have a section for non English speakers.
- Include a family page.

And would like to see improvements for those that are:

- Not aesthetically pleasing.
- Loading 'too many' automated pop-ups.
- Text-heavy, or with bulky text.
- Not easy to navigate.
- Lacking in content.
- Without a search bar.
- Faulty – with broken links, or pages that don't load.
- Using generic, rather than tailored information.

Overall ranking by Primary Care Network (PCN):

- Pimlico, Victoria, Belgravia, & Millbank (53% Green/Positive)
- West End & Marylebone (31% Green/Positive)

- St John's Wood & Maida Vale (24% Green/Positive)
- Paddington, Edgware Road, Bayswater & Harrow Road (19% Green/Positive)

The highest rated GP Practice:

- The Belgravia Surgery (73% Green/Positive)

## Information for young people

In this section, we look at information relating to young people. This includes specific content (such as a dedicated page), relevance, frequently asked questions, and communication with families.

We use a RAG (Red, Amber, Green) traffic light system to highlight findings, and report by Primary Care Network (PCN).

### Our findings in brief...

All practices together (Central London CCG region) score 40% green/positive.

West End & Marylebone, and Pimlico, Victoria, Belgravia, & Millbank outperform the region, while Paddington, Edgware Road, Bayswater & Harrow Road, and St John's Wood & Maida Vale underperform.

#### **Dedicated page for young people**

21 websites (72%) have a dedicated page for young people - in some cases this is difficult to find. While the information is about children, much of it is directed at adults.

#### **Relevance and appropriateness of information**

Similarly 21 websites (72%) have information that is generally relevant or appropriate for young people, again largely intended for adults. There is some praise for quality of content, and provision of links to further information.

#### **Frequently asked questions**

Just 1 website (Dr Victoria Muir's Practice) contains frequently asked questions. The content is said to be 'very good for 7-15 year olds' with answers to questions for parents such as 'when should I worry?'

**Information on communicating with families**

4 websites (14%) have information on communicating with families. Reviewers praise 'good resources' for paediatric services.

You can view our full findings below.

**Paddington, Edgware Road, Bayswater & Harrow Road**

|                                | Dedicated page for young people? | Information is relevant/appropriate for young people? | FAQs on common issues for young people? | Information on communicating with family? |
|--------------------------------|----------------------------------|---|---|---|
| The Connaught Square Practice  | Amber                            | Amber   | Red                                     | Red                                       |
| Crompton Medical Centre        | Green                            | Green   | Red                                     | Red                                       |
| Lisson Grove Health Centre     | Green                            | Green   | Red                                     | Red                                       |
| Little Venice Medical Centre   | Green                            | Green   | Red                                     | Red                                       |
| The Newton Medical Centre      | Red                              | Red   | Red                                     | Red                                       |
| Paddington Green Health Centre | Red                              | Red   | Red                                     | Red                                       |
| Westbourne Green Surgery       | Amber                            | Red   | Red                                     | Green                                     |
| Woodfield Road Surgery         | Amber                            | Red   | Red                                     | Red                                       |

Green 21%, Amber 13%, Red 66%

**St John's Wood & Maida Vale**

|                                       | Dedicated page for young people? | Information is relevant/appropriate for young people? | FAQs on common issues for young people? | Information on communicating with family? |
|---------------------------------------|----------------------------------|---|---|---|
| The Lanark Medical Centre - Dr Kashif | Red                              | Red   | Red                                     | Red                                       |
| Third Floor Medical Centre            | Green                            | Green   | Red                                     | Red                                       |
| Maida Vale Medical Centre             | Green                            | Green   | Red                                     | Red                                       |
| St John's Wood Medical Practice       | Red                              | Red   | Red                                     | Red                                       |
| The Randolph Surgery                  | Red                              | Red   | Red                                     | Red                                       |
| Wellington Health Centre              | Green                            | Green   | Red                                     | Red                                       |

Green 25%, Amber 0%, Red 75%

**West End & Marylebone**

|                                    | Dedicated page for young people? | Information is relevant/appropriate for young people? | FAQs on common issues for young people? | Information on communicating with family? |
|------------------------------------|----------------------------------|---|---|---|
| Cavendish Health Centre            | Green                            | Green   | Red                                     | Red                                       |
| Covent Garden Medical Centre       | Green                            | Green   | Red                                     | Red                                       |
| Crawford Street Surgery            | Green                            | Green   | Red                                     | Red                                       |
| Fitzrovia Medical Centre           | Green                            | Green   | Red                                     | Red                                       |
| Great Chapel Street Medical Centre | Green                            | Green   | Red                                     | Red                                       |
| Marylebone Health Centre           | Green                            | Green   | Red                                     | Red                                       |
| Soho Square General Practice       | Green                            | Green   | Red                                     | Red                                       |
| The Mayfair Medical Centre         | Green                            | Green   | Red                                     | Red                                       |
| Soho Square Surgery                | Green                            | Green   | Red                                     | Red                                       |

Green 50%, Amber 0%, Red 50%

**Pimlico, Victoria, Belgravia, & Millbank**

|                              | Dedicated page for young people? | Information is relevant/appropriate for young people? | FAQs on common issues for young people? | Information on communicating with family? |
|------------------------------|----------------------------------|---|---|---|
| Dr Shakarchi's Practice      | Website Down                     |   |   |   |
| Dr Victoria Muir's Practice  |                                  |   |   |   |
| Millbank Medical Centre      |                                  |   |   |   |
| Pimlico Health at The Marven |                                  |   |   |   |
| The Belgravia Surgery        |                                  |   |   |   |
| Victoria Medical Centre      |                                  |   |   |   |
| The Doctor Hickey Surgery    |                                  |   |   |   |

Green 63%, Amber 4%, Red 33%

## Service access and support

In this section, we examine content on accessing appointments and staffing. We also explore advice on symptoms, medication, Covid-19, and diet/exercise, plus links to any helplines.

### Our findings in brief...

All practices together (Central London CCG region) score 25% green/positive. Pimlico, Victoria, Belgravia, & Millbank outperform the region, while all other PCNs underperform.

#### Information on booking appointments

15 websites (52%) are considered to have clear booking information and processes. A further 7 (24%) have information – however reviewers consider the booking process to be ‘cumbersome’.

#### Staffing list which details expertise

While all websites contain staff lists, additional detail - such as specialty, or a photo, is lacking on 24 (83%).

#### Symptom checker

Just 6 websites (21%) are clearly found to have a symptom checker. Many link to a health application that is currently not available.

#### Covid-19 support

Covid-19 support is found on 16 websites (55%).

#### Information on medicines and side effects

Medicines information was found on just 2 websites (7%), with detail lacking on both.

**Information on diet and exercise**

19 websites (66%) include information on diet and exercise, however on most this was difficult to locate.

**Links to helplines**

12 (41%) have links to helplines and associated information – again this was not always easy to find.

You can view our full findings below.

**Paddington, Edgware Road, Bayswater & Harrow Road**

|                                | Clear information on booking appointment? | List of doctors/nurses and expertise? | Symptom checker? | COVID support? | Information on medicines and side effects? | Information on diet/exercise? | Links to helplines? |
|--------------------------------|---|---------------------------------------|------------------|----------------|--|-------------------------------|---------------------|
| The Connaught Square Practice  | Green                                     | Amber                                 | Red              | Green          | Red  | Red                           | Red                 |
| Crompton Medical Centre        | Amber                                     | Amber                                 | Red              | Green          | Red  | Red                           | Amber               |
| Lisson Grove Health Centre     | Amber                                     | Amber                                 | Red              | Green          | Red  | Amber                         | Amber               |
| Little Venice Medical Centre   | Amber                                     | Amber                                 | Red              | Green          | Red  | Amber                         | Amber               |
| The Newton Medical Centre      | Green                                     | Amber                                 | Green            | Green          | Red  | Red                           | Red                 |
| Paddington Green Health Centre | Amber                                     | Amber                                 | Green            | Green          | Red  | Red                           | Red                 |
| Westbourne Green Surgery       | Red                                       | Amber                                 | Amber            | Red            | Red  | Red                           | Red                 |
| Woodfield Road Surgery         | Red                                       | Amber                                 | Red              | Red            | Red  | Amber                         | Red                 |

Green 18%, Amber 34%, Red 48%

**St John's Wood & Maida Vale**

|                                       | Clear information on booking appointment? | List of doctors/nurses and expertise? | Symptom checker? | COVID support? | Information on medicines and side effects? | Information on diet/exercise? | Links to helplines? |
|---------------------------------------|---|---------------------------------------|------------------|----------------|--|-------------------------------|---------------------|
| The Lanark Medical Centre - Dr Kashif | Red                                       | Amber                                 | Red              | Red            | Red  | Amber                         | Amber               |
| Third Floor Medical Centre            | Amber                                     | Amber                                 | Red              | Green          | Red  | Amber                         | Amber               |
| Maida Vale Medical Centre             | Amber                                     | Amber                                 | Red              | Green          | Red  | Amber                         | Red                 |
| St John's Wood Medical Practice       | Green                                     | Amber                                 | Red              | Red            | Red  | Red                           | Red                 |
| The Randolph Surgery                  | Green                                     | Green                                 | Red              | Green          | Red  | Green                         | Red                 |
| Wellington Health Centre              | Green                                     | Amber                                 | Red              | Green          | Red  | Amber                         | Green               |

Green 24%, Amber 31%, Red 45%

**West End & Marylebone**

|                                    | Clear information on booking appointment? | List of doctors/nurses and expertise? | Symptom checker? | COVID support? | Information on medicines and side effects? | Information on diet/exercise? | Links to helplines? |
|------------------------------------|---|---------------------------------------|------------------|----------------|--|-------------------------------|---------------------|
| Cavendish Health Centre            | Amber                                     | Amber                                 | Green            | Green          | Red  | Amber                         | Red                 |
| Covent Garden Medical Centre       | Green                                     | Amber                                 | Red              | Red            | Red  | Red                           | Red                 |
| Crawford Street Surgery            | Amber                                     | Amber                                 | Red              | Red            | Red  | Amber                         | Red                 |
| Fitzrovia Medical Centre           | Green                                     | Amber                                 | Green            | Green          | Red  | Green                         | Red                 |
| Great Chapel Street Medical Centre | Amber                                     | Amber                                 | Red              | Red            | Red  | Amber                         | Red                 |
| Marylebone Health Centre           | Amber                                     | Amber                                 | Red              | Red            | Red  | Amber                         | Red                 |
| Soho Square General Practice       | Green                                     | Amber                                 | Red              | Red            | Red  | Red                           | Red                 |
| The Mayfair Medical Centre         | Green                                     | Amber                                 | Red              | Red            | Amber                                      | Green                         | Red                 |
| Soho Square Surgery                | Green                                     | Amber                                 | Red              | Red            | Amber                                      | Green                         | Green               |

Green 21%, Amber 30%, Red 49%

**Pimlico, Victoria, Belgravia, & Millbank**

|                              | Clear information on booking appointment? | List of doctors/nurses and expertise? | Symptom checker? | COVID support? | Information on medicines and side effects? | Information on diet/exercise? | Links to helplines? |
|------------------------------|---|---------------------------------------|------------------|----------------|--|-------------------------------|---------------------|
| Dr Shakarchi's Practice      | Website Down                              |                                       |                  |                |  |                               |                     |
| Dr Victoria Muir's Practice  | Green                                     | Green                                 | Red              | Green          | Red  | Green                         | Green               |
| Millbank Medical Centre      | Green                                     | Green                                 | Red              | Green          | Red  | Amber                         | Green               |
| Pimlico Health at The Marven | Green                                     | Green                                 | Red              | Green          | Red  | Red                           | Amber               |
| The Belgravia Surgery        | Green                                     | Green                                 | Green            | Green          | Red  | Green                         | Green               |
| Victoria Medical Centre      | Green                                     | Amber                                 | Red              | Red            | Red  | Red                           | Red                 |
| The Doctor Hickey Surgery    | Amber                                     | Amber                                 | Red              | Red            | Red  | Green                         | Green               |

Green 47%, Amber 11%, Red 42%

## Recommendations

### Accessibility

We found multiple issues with pop ups. The issues related to the relevance and quantity of pop ups displayed. In some cases, pop ups made accessing online help and support more difficult. GP practices should:

- Review the messages that are displayed in pop ups on their site and restrict them as much as possible to only those that are relevant to accessing support.
- Check that pop ups do not obstruct navigation on a desktop device, tablet, or mobile phone.

We found that many GP practice websites do not have dedicated pages for young people. On the practices websites that do have these pages, they are often difficult to find. GP practices should:

- Create or review a young people's page on their website.
- Ensure that information for young people is relevant, appropriate, and easily accessible.

We found issues with menus and site navigation across most of the websites we reviewed. GP practices should:

- Ensure their site has a functional search bar that allows young people to search the whole website for information and support.

### Content, language, and appearance

We found that most websites did not contain enough information about medicines and their side effects. GP practices should:

- Provide concise information on common medicines with lists of side effects (e.g. Ibuprofen, paracetamol, antiseptic cream)
- Ensure their website has a 'symptoms checker' so that young people can check their symptoms quickly and easily.

We found that a large proportion of GP practices do not have a 'frequently asked questions' section. GP practices should:

- Work with Young Healthwatch or other local young people to produce a 'frequently asked questions' section on their website that provides answers to the usual questions young people have.

We found that information on practice staff could be improved. More information on practice staff would increase the sense of trust in the system and encourage young people to seek help. GP practices should:

- Update staff information with photos and specialty (particularly if related to young people)

## Glossary of terms

|      |                              |
|------|------------------------------|
| CCG  | Clinical Commissioning Group |
| FAQs | Frequently Asked Questions   |
| PCN  | Primary Care Network         |
| RAG  | Red, Amber, Green            |

## Distribution and comment

This report is available to the general public, and is shared with our statutory and community partners. Accessible formats are available.

If you have any comments on this report or wish to share your views and experiences, please contact us.

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[www.healthwatchcwl.co.uk/young-healthwatch/](http://www.healthwatchcwl.co.uk/young-healthwatch/)

## Appendix: summary comments

Summary comments, listed by Primary Care Network (PCN) and ranked by percentage of green/positive are as follows:

### **Paddington, Edgware Road, Bayswater & Harrow Road**

#### **Lisson Grove Health Centre (Rated 27% Green)**

Far from aesthetically pleasing and there are way too many intrusive and eyesore popups, but the information is there, albeit sometimes hard to find.

#### **Little Venice Medical Centre (Rated 27% Green)**

Once again, far from aesthetically pleasing and there are way too many intrusive and eyesore popups, but the information is there, albeit sometimes hard to find.

#### **The Newton Medical Centre (Rated 27% Green)**

The most efficient appointment website and symptom checker I've seen so far, but it lacks content in the other fields. It is easy to use and aesthetically pleasing.

#### **Crompton Medical Centre (Rated 27% Green)**

First of all, far too many intrusive and eyesore popups, it is far from aesthetically pleasing.

#### **The Connaught Square Practice (Rated 18% Green)**

Easy to navigate, aesthetically pleasing and mobile friendly, but lacks content.

#### **Paddington Green Health Centre (Rated 18% Green)**

Has some intrusive popups, but thankfully they only rarely appear. Aesthetically pleasing but lacks content.

#### **Westbourne Green Surgery (Rated 9% Green)**

At first glance, this website has little to no information, although I may have missed it. The site has no search bar, which makes finding specific information almost impossible. Aesthetically pleasing but counter-intuitive.

### **Woodfield Road Surgery (Rated 0% Green)**

This page severely lacks content. The content that isn't there, however, loads as an HTML file which needs to be translated back into English in order to be readable by anyone who doesn't code. This text-heavy website can be very intimidating.

### **St John's Wood & Maida Vale**

#### **Wellington Health Centre (Rated 45% Green)**

Again, intrusive, eyesore popups. There is a lack of information. The information that is there, however, is very useful.

#### **The Randolph Surgery (Rated 36% Green)**

Suffers from a big lack of content, but the site is engaging and aesthetically pleasing and the information that is there is exceptional.

#### **Third Floor Medical Centre (Rated 27% Green)**

Annoying popups are present, and it isn't particularly aesthetically pleasing, but it only lacks a bit of content.

#### **Maida Vale Medical Centre (Rated 27% Green)**

Like many other websites, the intrusive, eyesore popups appear, but it only lacks a bit of content. It isn't the most aesthetically pleasing website in the world.

#### **St John's Wood Medical Practice (Rated 9% Green)**

The website isn't particularly pleasing on the aesthetic front, with intimidating, bulky text. It also suffers from a lack of information and pages do not load.

#### **The Lanark Medical Centre (Rated 0% Green)**

Greatly lacks information and the text-heavy website can be intimidating. Some pages load as an HTML file.

## **West End & Marylebone**

### **Fitzrovia Medical Centre (Rated 55% Green)**

More aesthetically pleasing and has fewer pop-ups. The information is easier to grasp, although it is still lacking.

### **Soho Square Surgery (Rated 45% Green)**

A very aesthetically pleasing website. It lacks in content, the NHS website links don't appear to work and the site desperately needs a search bar, it feels very easy to navigate and user friendly. Please get rid of some of the popups.

### **Cavendish Health Centre (Rated 36% Green)**

An aesthetically pleasing, mobile-friendly website that suffers from a lack of information. The page isn't very computer-friendly, as information can be blocked by the menu, and there is no search bar. Some links are missing.

### **The Mayfair Medical Centre (Rated 36% Green)**

Although it is lacking information, the website is helpful when there is some. The constant popups did prove to be a problem, like in many other websites.

### **Covent Garden Medical Centre (Rated 27% Green)**

Some annoying popups are present, and the page suffers from a distinct lack of content. The bulky text can be intimidating, but the information there is useful.

### **Soho Square General Practice (Rated 27% Green)**

A well-presented website. Very few popups, but there is one problem. Although there is a search bar, it never came up with anything. Does the search bar work or is the website devoid of any content?

### **Crawford Street Surgery (Rated 18% Green)**

Not very aesthetically pleasing nor is it very easy to navigate (due to the intrusive pop-ups) but there is still some useful information present

**Great Chapel Street Medical Centre (Rated 18% Green)**

No comment.

**Marylebone Health Centre (Rated 18% Green)**

No comment.

**Pimlico, Victoria, Belgravia, & Millbank**

**The Belgravia Surgery (Rated 73% Green)**

No comment.

**Dr Victoria Muir's Practice (Rated 64% Green)**

Not as easy to navigate. It could be made more clear but really good section for non English speakers. Also good family page.

**Pimlico Health at The Marven (Rated 55% Green)**

Quite hard to navigate.

**Millbank Medical Centre (Rated 45% Green)**

More information needed on medicine rather than just linking to helplines.

**Victoria Medical Centre (Rated 27% Green)**

This website is in dire need of content, as well as a search bar in order to find said information. Although it is aesthetically pleasing, finding information in it is almost impossible. Still, at least there are no popups.

**The Doctor Hickey Surgery (Rated 27% Green)**

The website, like so many others, greatly suffers from its eyesore popups. Some information is missing, but overall a good website.

**Dr Shakarchi's Practice (Rated 0% Green)**

No comment.