

# Website Audit for Young People

West 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.

## 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 West 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:

- 18 websites (46%) have a dedicated page for young people, with children's health, mental health and self-help among the topics discovered.
- A clear majority of 37 (95%) have information that is generally relevant or appropriate for young people.
- 15 websites (38%) contain frequently asked questions. Confidentiality is a common topic, with self-care and mental health also referenced.
- 18 websites (46%) have information on communicating with families, with family and carer support covered.

#### 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:

- All websites (100%) are considered to have clear information on appointment booking.
- 37 websites - a clear majority (95%) contain staff lists, however many do not include photos.
- Just 1 website does not have a symptom checker. The majority link to the NHS for information, while one website (Half Penny Steps Health Centre) has an innovative 'body map'.
- Covid-19 support was found on 37 websites, a clear majority (95%). One website (The Pembridge Villas Surgery) contains a resource in British Sign Language (BSL).
- While a majority of websites - 22 (56%) contain information on medication, very few go on to detail side effects.

- We found diet and exercise information on 36 websites (92%). There is praise for individual level of detail, with the NHS 'Live Well' website commonly linked to.
- Just 3 websites (8%) did not have clear information on helplines.

### **General positives and negatives**

The volunteers praised websites which:

- Are easy to use and navigate.
- Have clear layout and 'good distribution' of content.
- Have clear information.
- Utilise images.
- Make good use of colour.
- Contain useful links (such as to local organisations).
- Have a section on Ramadan.
- Have a section on Mental Health.
- Detail staff rotas.

### **And would like to see improvements for those that are:**

- Difficult to navigate (such as insufficient use of menus).
- Dated in appearance.
- Loading 'too many' automated pop-ups.
- Representing multiple practices (a cause of confusion).
- Lacking clear information.
- Lacking in content.
- Lacking specific information on young people, families and helplines.
- Faulty – with broken links, or pages that don't load.

Overall ranking by Primary Care Network (PCN):

- Neohealth (61% Green/Positive)
- Inclusive Health (57% Green/Positive)
- Brompton Health (45% Green/Positive)
- West Hill (44% Green/Positive)
- Kensington & Chelsea (44% Green/Positive)

The highest rated GP Practice:

- The Exmoor Surgery (82% 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 (West London CCG region) score 16% green/positive.

Kensington & Chelsea, Inclusive Health, and Neohealth outperform the region, while Brompton Health and West Hill underperform.

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

18 websites (46%) have a dedicated page for young people, with children's health, mental health and self-help among the topics discovered.

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

A clear majority of 37 (95%) have information that is generally relevant or appropriate for young people.

#### **Frequently asked questions**

15 websites (38%) contain frequently asked questions. Confidentiality is a common topic, with self-care and mental health also referenced.

#### **Information on communicating with families**

18 websites (46%) have information on communicating with families, with family and carer support covered.

You can view our full findings below.

**West Hill**

	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 Garway Medical Practice	Green	Green	Red	Red
Grand Union Health Centre	Red	Amber	Red	Amber
Holland Park Surgery	Red	Amber	Red	Red
Lancaster Gate Medical Centre	Red	Red	Amber	Amber
The Portland Road Practice	Red	Amber	Amber	Red
Portobello Medical Centre	Red	Amber	Amber	Red
The Pembridge Villas Surgery	Amber	Green	Red	Amber
Westbourne Grove Medical Centre	Amber	Amber	Amber	Amber

Green 9%, Amber 47%, Red 44%

**Kensington & Chelsea**

	Dedicated page for young people?	Information is relevant/appropriate for young people?	FAQs on common issues for young people?	Information on communicating with family?
Brompton Medical Centre	Amber	Green	Red	Red
Chelsea Medical Services	Red	Amber	Amber	Red
Earls Court Health & Wellbeing Centre	Amber	Green	Amber	Amber
King's Road Medical Centre	Amber	Green	Amber	Amber
Earls Court Medical Centre	Red	Green	Amber	Red
Earls Court Surgery	Red	Green	Amber	Red
Kensington Park Medical Centre	Red	Amber	Red	Red
Kynance Practice	Amber	Green	Green	Amber

Green 22%, Amber 44%, Red 34%

**Inclusive Health**

	Dedicated page for young people?	Information is relevant/appropriate for young people?	FAQs on common issues for young people?	Information on communicating with family?
Barlby Surgery	Amber	Green	Red	Amber
Half Penny Steps Health Centre	Green	Green	Red	Red
Queens Park Health Centre	Red	Amber	Amber	Green
The Elgin Clinic	Amber	Amber	Red	Red
The Health Centre	Amber	Amber	Red	Red
Meanwhile Gardens Medical Centre	Red	Amber	Green	Red
Shirland Road Medical Centre	Red	Green	Red	Amber

Green 21%, Amber 36%, Red 43%

**Brompton Health**

	Dedicated page for young people?	Information is relevant/appropriate for young people?	FAQs on common issues for young people?	Information on communicating with family?
Chelsea Practice	Red	Amber	Red	Amber
Emperor's Gate Health Centre	Green	Green	Red	Red
Knightsbridge Medical Centre	Amber	Green	Red	Red
Redcliffe Surgery	Red	Amber	Red	Red
Scarsdale Medical Centre	Amber	Amber	Red	Red
Stanhope Mews	Red	Amber	Amber	Amber
The Abingdon Medical Practice	Red	Red	Amber	Red
The Good Practice	Red	Green	Red	Red

Green 13%, Amber 31%, Red 56%

**Neohealth**

	Dedicated page for young people?	Information is relevant/appropriate for young people?	FAQs on common issues for young people?	Information on communicating with family?
Beacon Medical Centre	Red	Amber	Red	Amber
Colville Health Centre	Green	Green	Red	Red
Foreland Medical Centre	Amber	Amber	Red	Red
North Kensington Medical Centre	Red	Amber	Red	Amber
Notting Hill Medical Centre	Red	Amber	Red	Green
St Quintin Health Centre	Red	Amber	Red	Green
The Exmoor Surgery	Green	Amber	Red	Green
The Golborne Medical Centre	Amber	Amber	Amber	Amber

Green 18%, Amber 41%, Red 41%

## 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 (West London CCG region) score 65% green/positive. Neohealth and Inclusive Health outperform the region, while West Hill, Brompton Health and Kensington & Chelsea underperform.

#### Information on booking appointments

All websites (100%) are considered to have clear information on appointment booking.

#### Staffing list which details expertise

37 websites - a clear majority (95%) contain staff lists, however many do not include photos.

#### Symptom checker

Just 1 website does not have a symptom checker. The majority link to the NHS for information, while one website (Half Penny Steps Health Centre) has an innovative 'body map'.

#### Covid-19 support

Covid-19 support was found on 37 websites, a clear majority (95%). One website (The Pembridge Villas Surgery) contains a resource in British Sign Language (BSL).

#### Information on medicines and side effects

While a majority of websites - 22 (56%) contain information on medication, very few go on to detail side effects.

**Information on diet and exercise**

We found diet and exercise information on 36 websites (92%). There is praise for individual level of detail, with the NHS 'Live Well' website also commonly linked to.

**Links to helplines**

Just 3 websites (8%) did not have clear information on helplines.

You can view our full findings below.



**West Hill**

	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 Garway Medical Practice	Green	Amber	Amber	Green	Green	Green	Green
Grand Union Health Centre	Green	Green	Amber	Green	Amber	Green	Red
Holland Park Surgery	Green	Amber	Amber	Green	Green	Green	Red
Lancaster Gate Medical Centre	Green	Amber	Amber	Amber	Amber	Green	Green
The Portland Road Practice	Green	Green	Amber	Green	Green	Green	Green
Portobello Medical Centre	Green	Amber	Amber	Green	Green	Green	Green
The Pembridge Villas Surgery	Green	Amber	Amber	Green	Green	Green	Green
Westbourne Grove Medical Centre	Green	Amber	Amber	Green	Green	Green	Amber

Green 64%, Amber 32%, Red 4%

**Kensington & Chelsea**

	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?
Brompton Medical Centre	Green	Green	Amber	Green	Amber	Amber	Red
Chelsea Medical Services	Green	Green	Green	Green	Amber	Green	Green
Earls Court Health & Wellbeing Centre	Green	Green	Amber	Green	Amber	Green	Green
King's Road Medical Centre	Green	Green	Amber	Green	Amber	Green	Green
Earls Court Medical Centre	Green	Amber	Amber	Amber	Red	Green	Amber
Earls Court Surgery	Green	Amber	Amber	Amber	Red	Green	Amber
Kensington Park Medical Centre	Green	Green	Amber	Green	Amber	Green	Green
Kynance Practice	Green	Amber	Green	Amber	Green	Green	Amber

Green 57%, Amber 38%, Red 5%

**Inclusive Health**

	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?
Barlby Surgery	Green	Green	Green	Amber	Red	Green	Green
Half Penny Steps Health Centre	Green	Amber	Green	Green	Red	Amber	Amber
Queens Park Health Centre	Green	Green	Green	Green	Green	Green	Green
The Elgin Clinic	Green	Green	Green	Green	Red	Amber	Green
The Health Centre	Green	Green	Green	Green	Red	Amber	Green
Meanwhile Gardens Medical Centre	Green	Green	Green	Green	Green	Green	Green
Shirland Road Medical Centre	Green	Red	Green	Green	Green	Green	Green

Green 78%, Amber 12%, Red 10%

**Brompton Health**

	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?
Chelsea Practice	Green	Green	Amber	Green	Red	Red	Green
Emperor's Gate Health Centre	Green	Amber	Green	Green	Red	Amber	Green
Knightsbridge Medical Centre	Green	Green	Green	Green	Red	Green	Green
Redcliffe Surgery	Green	Amber	Green	Green	Red	Green	Green
Scarsdale Medical Centre	Green	Green	Green	Green	Red	Green	Amber
Stanhope Mews	Green	Green	Red	Red	Red	Red	Green
The Abingdon Medical Practice	Green	Amber	Amber	Green	Red	Red	Green
The Good Practice	Green	Green	Green	Green	Red	Green	Green

Green 64%, Amber 13%, Red 23%

**Neohealth**

	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?
Beacon Medical Centre	Green	Green	Amber	Green	Green	Green	Green
Colville Health Centre	Green	Green	Green	Green	Red	Green	Green
Foreland Medical Centre	Green	Green	Amber	Red	Red	Green	Green
North Kensington Medical Centre	Green	Green	Green	Green	Green	Green	Green
Notting Hill Medical Centre	Green	Amber	Green	Green	Red	Green	Green
St Quintin Health Centre	Green	Green	Green	Green	Green	Green	Green
The Exmoor Surgery	Green	Green	Green	Green	Green	Green	Green
The Golborne Medical Centre	Green	Red	Green	Green	Green	Green	Green

Green 86%, Amber 5%, Red 9%

## 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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## Appendix: summary comments

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

### West Hill

#### **The Garway Medical Practice (Rated 64% Green)**

Easy page to navigate, information distributed well and Covid support clear. Good links to helplines.

#### **The Portland Road Practice (Rated 55% Green)**

More information on communicating with family needed.

#### **The Pembridge Villas Surgery (Rated 55% Green)**

Really impressed with the Ramadan fact sheet.

#### **Portobello Medical Centre (Rated 45% Green)**

More clear information needed for youth.

#### **Grand Union Health Centre (Rated 36% Green)**

Needs to have more information on helplines. Overall good page, website distributed well.

#### **Holland Park Surgery (Rated 36% Green)**

Needs more helplines and needs it outlined more clearly.

#### **Westbourne Grove Medical Centre (Rated 36% Green)**

Good page on teenage mental health.

#### **Lancaster Gate Medical Centre (Rated 27% Green)**

More Covid support needed.

## **Kensington & Chelsea**

### **Chelsea Medical Services (Rated 55% Green)**

They have a really good page for finding local services and organisations for different needs.

### **Earls Court Health & Wellbeing Centre and King's Road Medical Centre (Rated 55% Green)**

I suppose it is confusing to have practices share a website.

### **Kynance Practice (Rated 55% Green)**

No comment.

### **Kensington Park Medical Centre (Rated 45% Green)**

The 'self-help' resource doesn't work.

### **Brompton Medical Centre (Rated 36% Green)**

Covid support pop-up as soon as you enter the website is useful, but the website looks very old.

### **Earls Court Medical Centre (Rated 27% Green)**

All the useful stuff you need to find is by scrolling down on the home page, not by using the site menu which is annoying.

### **Earls Court Surgery (Rated 27% Green)**

I found that this website is basically a clone of Earl's Court Medical Centre.

## **Inclusive Health**

### **Meanwhile Gardens Medical Centre (Rated 73% Green)**

Similar website to Elgin Clinic - but added FAQs which was nice.

**Queens Park Health Centre (Rated 73% Green)**

No comment.

**Shirland Road Medical Centre (Rated 64% Green)**

Has really great dedicated pages for mental health.

**Barlby Surgery (Rated 55% Green)**

Really easy to navigate through the page.

**Half Penny Steps Health Centre (Rated 45% Green)**

Was really hard to navigate, no links to self-care resources...

**The Elgin Clinic (Rated 45% Green)**

No comment.

**The Health Centre (Rated 45% Green)**

No comment.

**Brompton Health**

**Knightsbridge Medical Centre (Rated 64% Green)**

No comment.

**The Good Practice (Rated 64% Green)**

No comment.

**Emperor's Gate Health Centre (Rated 55% Green)**

The online pop-up keeps on coming when you select different tabs.

**Redcliffe Surgery (Rated 45% Green)**

No comment.

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

Like the idea where they have days of the week in which clinicians work.

**Chelsea Practice (Rated 36% Green)**

No comment.

**Stanhope Mews (Rated 27% Green)**

Quite hard to navigate.

**The Abingdon Medical Practice (Rated 27% Green)**

Lots of information is not available.

**Neohealth**

**The Exmoor Surgery (Rated 82% Green)**

Really like the images and clear layout, very easy to use the website.

**St Quintin Health Centre (Rated 73% Green)**

Really good self-help and 'who to see' section but more info needed that can help young people.

**Colville Health Centre (Rated 73% Green)**

No comment.

**North Kensington Medical Centre (Rated 64% Green)**

Really like how they use visualisation images to each description. Also have a dedicated page for self-referrals with all the information.

**Beacon Medical Centre (Rated 55% Green)**

Really good information in supporting young people's mental health.

**Notting Hill Medical Centre (Rated 55% Green)**

No comment.

**The Golborne Medical Centre (Rated 55% Green)**

Nice use of colour to make it more appealing but needs a clearer list of doctors and their specific expertise.

**Foreland Medical Centre (Rated 36% Green)**

No comment.