

Vale of Leven Hospital Monitoring Group

29 November 2010

Marketing and Promoting Services at the Vale of Leven Hospital: Update

1. Introduction

This paper provides an update on recent activity to ensure residents served by the Vale of Leven Hospital are being kept informed over progress towards delivery of the 'Vision for the Vale.'

2. Web update

The following figures confirm the 'hit-rates' on vale-associated web-pages since the end of September until 19 November 2010:

| | Jan - Sept | Jan - Nov | |
|--|------------|-----------|---------|
| Vision for the Vale | 9,261 | 12,250 | (2,989) |
| Vale of Leven Hospital | 28,242 | 36,338 | (8,096) |
| Vale of Leven Community Maternity Unit | 3,563 | 4,283 | (720) |
| Vale of Leven Monitoring Group | 2,123 | 3,016 | (893) |

3. Media coverage

A selection of press coverage is attached at Appendix 1.

4. Vale users guide

Firstly to reconfirm that the comments and edits received from members of the Vale of Leven Monitoring Group were welcome and fully adopted into the final Guide.

A press release was issued prior to the mass mailing highlighting that homes throughout the Vale of Leven catchment area would be receiving the Guide. This was covered in local media.

The 70,000 copies of the essential guide have been printed and distributed as planned. This included a door drop distribution of the guide to the Vale catchment area which started on Monday 1 November and will be completed week beginning 22 November, 60,000 in total. A further 11,000 copies of the guide were distributed to areas such as the Vale as well as health centres and libraries in the catchment area.

The guide is the third document produced in relation to the Vale Vision. The first was the consultation publication which was delivered to every household in the catchment area in 2008 and was followed up in July this year with the progress update publication.

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