

EofE RTN Website Wrapped 2025-2026

EofE RTN WEBSITE WRAPPED 2025–2026

YOUR YEAR IN NUMBERS

12,736 Total Visits | **Sep '25** PEAK MONTH
14.92 Visits

100% of users who responded to the survey said they found the information clear and easy to read

WHAT USERS LOVED

- ✓ Clear Info
- ✓ Easy to Navigate
- ✓ Calm Design
- ✓ Career Videos

USER VERDICT

- ★★★★ “Really Impressive”
- ★★★★ “Beautiful & Easy to Use”
- ★★★★ “Extremely Helpful”

BIGGEST MOMENT

**WORLD RADIOTHERAPY
AWARENESS DAY**
SEPTEMBER 2025

- Record Traffic
- Global Engagement
- Baking Competition Votes

MOST VISITED CONTENT

- 1 PROFESSIONALS**
- 2 HOMEPAGE**
- 3 PATIENT INFORMATION**

WHAT WE ADDED



Network Map



Members' Area



Protocol Form

WHAT'S NEXT



New Platform



Patient Awareness



Careers Focus



User Insights

Key Highlights 2025 – 2026

The East of England Radiotherapy Network (EofE RTN) website, launched in March 2025, has demonstrated consistent growth and strong engagement across its first full year. Activity peaked in September 2025, driven by World Radiotherapy Awareness Day, highlighting the impact of coordinated Network initiatives.

The website supports both patients and professionals, with strong engagement in:

- Patient information, particularly the late effects page
- Professional resources, including clinical protocols and careers information

User feedback has been overwhelmingly positive, particularly regarding:

- Clear, accessible information
- Ease of navigation
- Quality of content

Key developments in response to user feedback include:

- Network map of all departments
- Members-only area for professionals
- Clinical protocol change request form

Priorities for the coming year include increasing awareness of the website among patients and developing a more flexible platform.

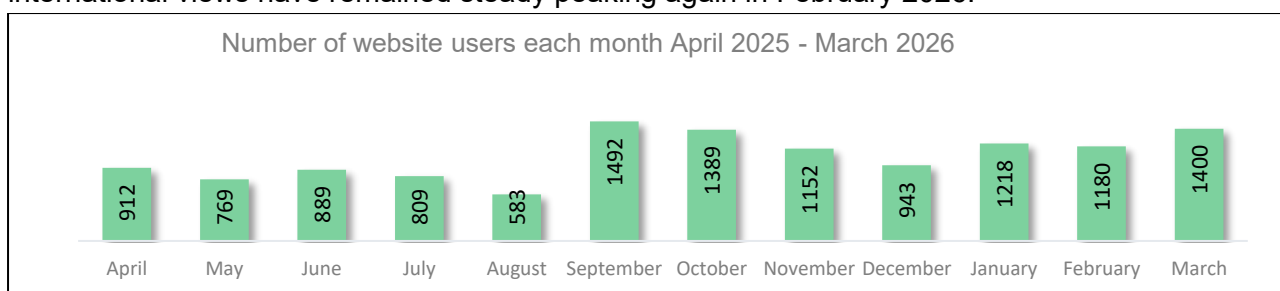
1.0 Introduction

The East of England Radiotherapy Network (EofE RTN) consists of six radiotherapy departments in five NHS Trusts, providing radiotherapy services in the East of England.

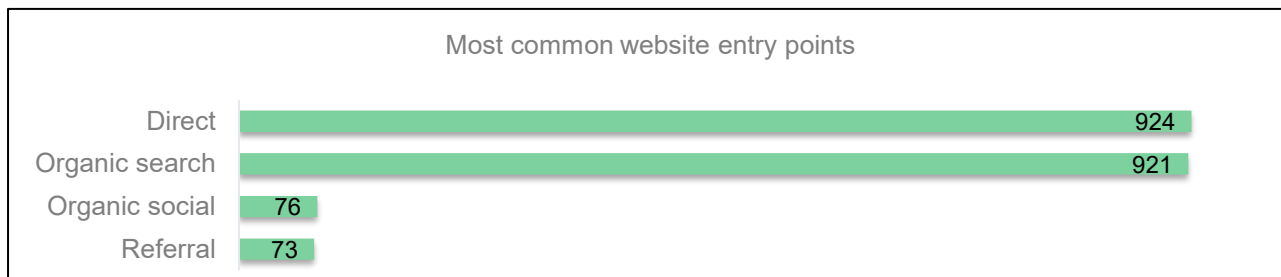
In March 2025, the Network launched a co-produced website, developed collaboratively with patients and professionals from across the Network. This report summarises website usage, engagement, and development during 2025 – 2026.

2.0 Website Activity

Website visits demonstrate a steady upward trend across the year. The highest number of visits occurred in September 2025, corresponding with the Network’s involvement in the first World Radiotherapy Awareness Day. Southend Hospital hosted a baking competition, with votes placed via the website. This contributed to increased engagement and international traffic. Since then, international views have remained steady peaking again in February 2026.

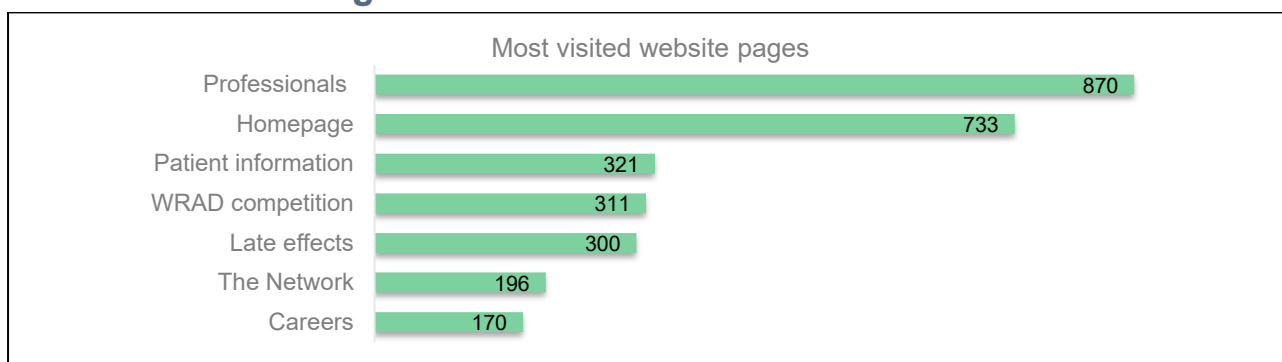


3.0 User Access



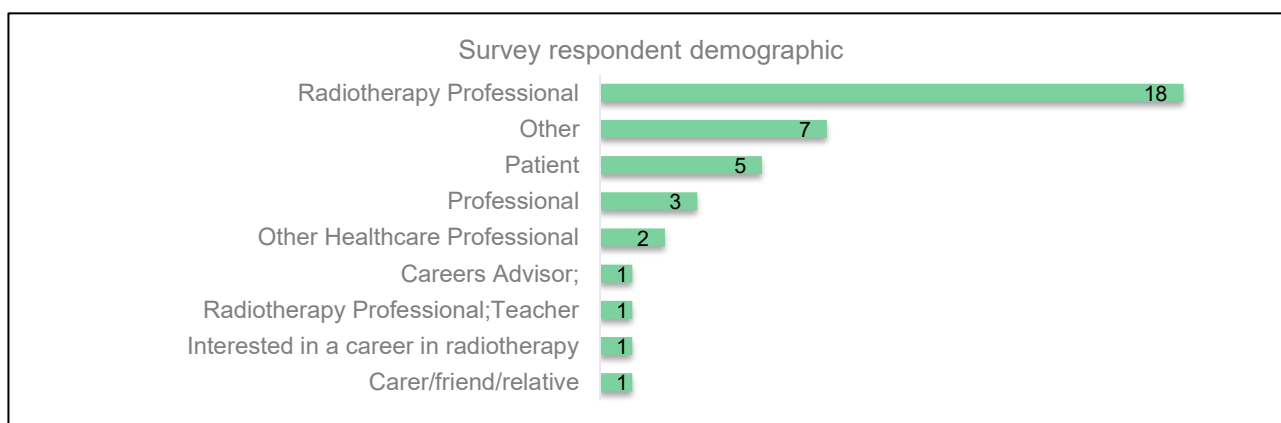
The most common entry point via organic search is the homepage¹, followed by the late effects page. The late effects page demonstrates high user engagement (the amount of time that users are actively spending on the page).

4.0 Most Viewed Pages²



N.B. Google analytics failed to record all visits to the patient information page. This issue has now been resolved and will collect data accurately for the FY 26/27.

5.0 User Feedback



¹ Google analytics

² Google analytics

Feedback was collected via a homepage form and pop-up survey (n=39), with additional feedback received from professionals via email. Respondents represented a range of users, with the majority identifying as radiotherapy professionals³.

5.1 Key Findings

- Most users found what they were looking for when visiting the website.
- Only one respondent did not find what they were looking for (searching for a colleague).
- 100% of respondents said the information was clear and easy to read.

5.2 What Users Said

Co-Production Volunteers

'I think the website is looking fantastic already. You can see how much work has gone into it!'

'Really impressive.'

'It's a beautiful website, packed with information and so easy to read.'

'The website page is really easy and straight forward to navigate The colours and font used are easy on the eye and calming.'

Professionals

'The website is great - clear, easy to navigate, lots of information. I particularly like the careers section and also the fact that there's a way to advertise jobs locally.'

'Great to see the East of England Radiotherapy Late Effects Service provision detailed....'

'Great website that is clear, accessible, and packed with vital information. Clever work!'

'Love the website, clear and easy to navigate.'

'Very useful website, the clinical protocols are extremely helpful to have available so easily and are used regularly.'

Careers Page Feedback

'Could we have one for each profession please!'

'What a brilliant resource.'

'..... a very informative website. I really like the videosThe information was clear and easy to follow giving relevant and key information.'

6.0 Developments

During this period, the following developments were completed in response to feedback:

- Addition of a Network map showing all departments
- Creation of a password-protected members' area

³ Website feedback form

- Development of a clinical protocol change request form

7.0 Future plans

Future plans for the website include:

- Development of a new version of the website with greater flexibility
- Increasing awareness among patients and carers through:
 - Posters in departments
 - Inclusion in patient information materials