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How can Heritage2Health update their website to more effectively **connect** and **engage** with their various stakeholders?



Outcome 1: Stakeholder map



Outcome 2: Recommendations for website

Background



Heritage2Health was founded in 2005



Their mission is to **reduce social isolation** by connecting those 'at risk' with heritage sites and the healthcare sector through their 'buddy' programme and through large annual events



H2H are unique existing as the only known organisation to be doing this



Student nurses particularly benefit from H2H as they are provided with first-hand, practical experience of how to care for people with disabilities (+ others) - they get to understand the people beyond the disability.

“ The students are passionate that this is the best way they learn to become a nurse. They love it. They're proactive. The students say 'there is no disabilities there are only different abilities. They become passionate about creating change. ”

- Theresa Nash-Patel, founder of Heritage2Health

Primary Research

How can Heritage2Health update their website to more effectively **connect with and engage** with their various stakeholders?



Predominantly **qualitative** as we wanted to **explore and understand the relationship** between the stakeholders and H2H and how the website could potentially better facilitate this relationship.



Option 1: **Telephone interviews**
(with guided script) for stakeholders
that were available



Option 2: **Online questionnaire**
(for stakeholders with limited time and for
students and others involved with H2H)

Secondary Research

How can Heritage2Health update their website to more effectively connect with and engage with their various stakeholders?

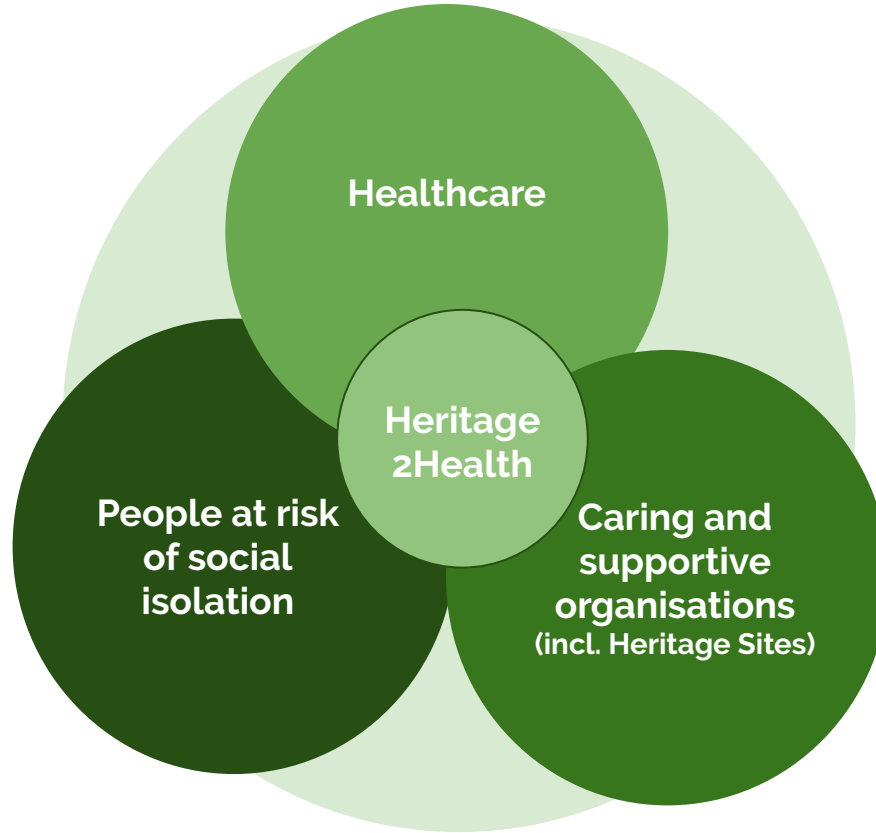


Researching into the stakeholders through online sources

Researching into examples of other organisations websites which we deem as appealing or successful.



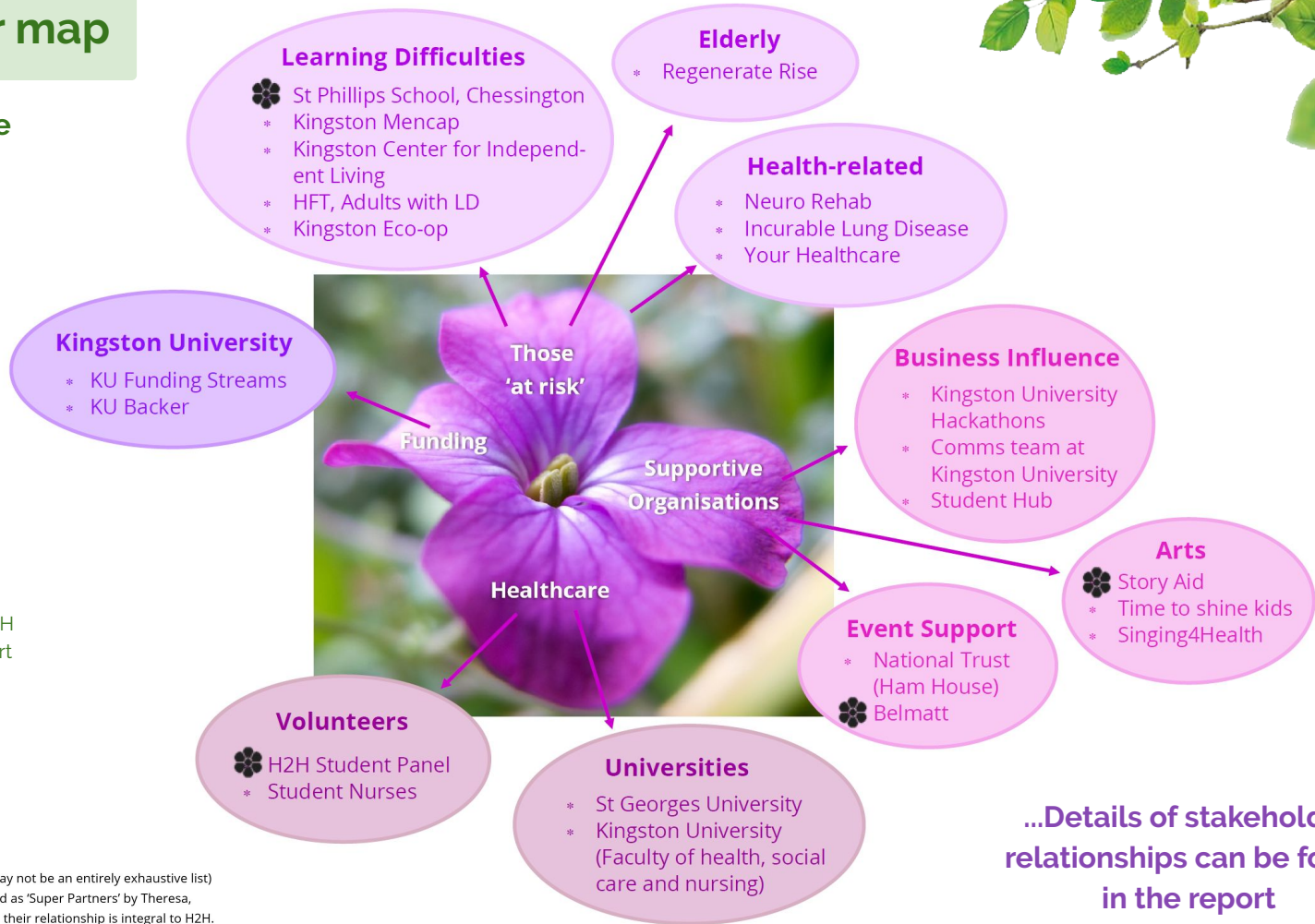
Overview





Stakeholder map

The four petals of the H2H honesty flower.



The Honesty Flower inspired the H2H charity - for details see the full report



(Note: these stakeholders were listed by Theresa and may not be an entirely exhaustive list)

Those highlighted with this symbol have been labelled as 'Super Partners' by Theresa, meaning their support has gone above and beyond and their relationship is integral to H2H.

...Details of stakeholder relationships can be found in the report

Comments from stakeholders about what they valued about H2H were overwhelmingly positive:



There's incredible equality:
"The power balance is equal, it's very much about community. The nurses aren't in their uniform or wearing a name tag. You can't tell who the nurses are."
-Harry Hodges, Kingston University

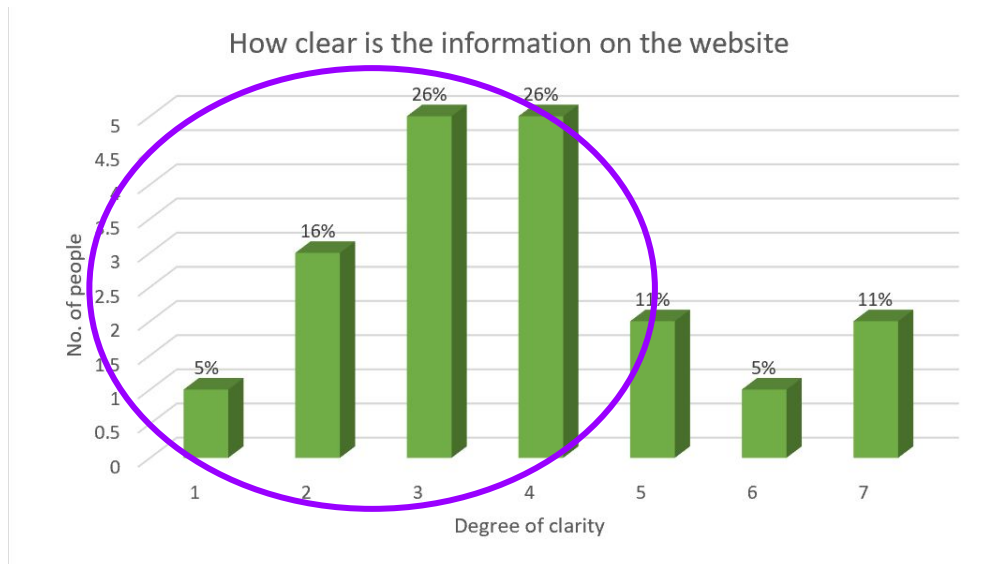
It's great to have the
"Opportunity to work with other people from different areas of origin, being or speciality." all in one place
-George Tong, Your healthcare



www. Research results

When the stakeholders were asked to rate the clarity of Heritage2Health website from 1 being unclear to 7 being clear, the majority of stakeholders found the website to be relatively unclear and difficult to navigate.

As a group we also found it very difficult to gather information on H2H through their website i.e. it was **confusing** and too **wordy**.



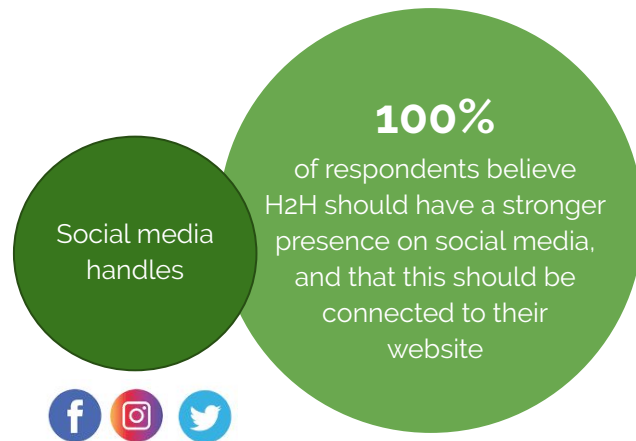
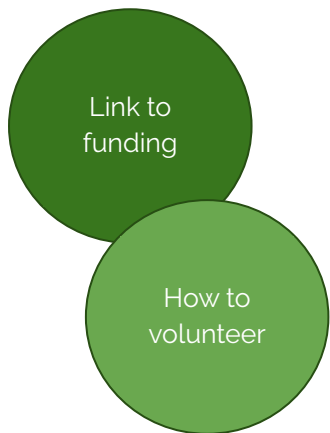
Theresa, are there any parts of the H2H website that are currently working for you?

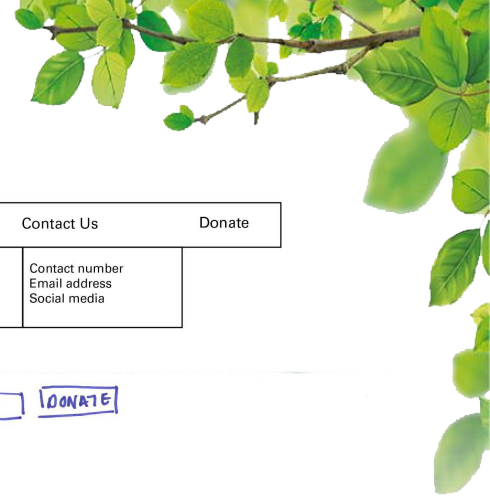
*No.
-Oh maybe the history but I think that it's out of date...
Everything is out of date really.*

Stakeholders use the website mostly for:

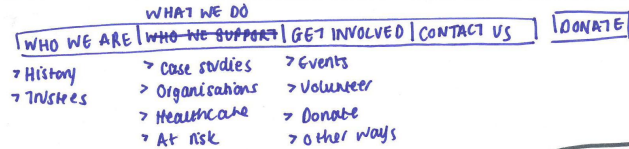
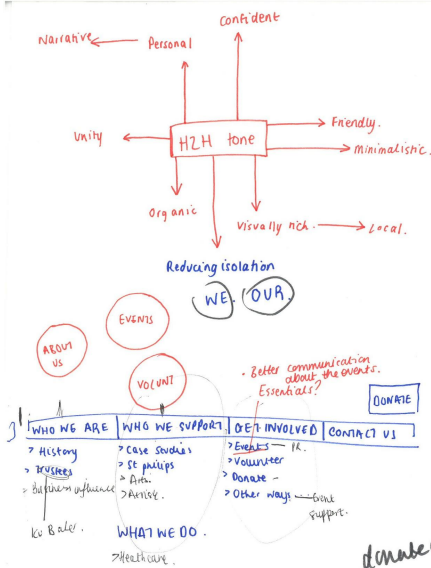
- **Contact details** [contact us]
- To find out more **information** on H2H [history and about us]
- To find information about **events** [events]

What to include on The H2H website



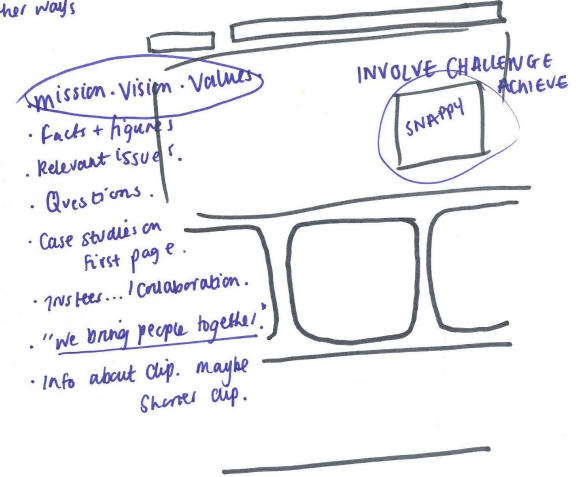


Who We Are	What We Do	Get Involved	Contact Us	Donate
History Supportive Organisations Trustees	Case Studies Healthcare Those 'at risk'	Events Volunteer Donate Other ways	Contact number Email address Social media	



donate etc. Engagement.
Inter activity
Social media

BRAND GUIDELINES
 • Colour scheme.
 • Typefaces
 • A way to set the type.





[Who We Are](#)

[What We Do](#)

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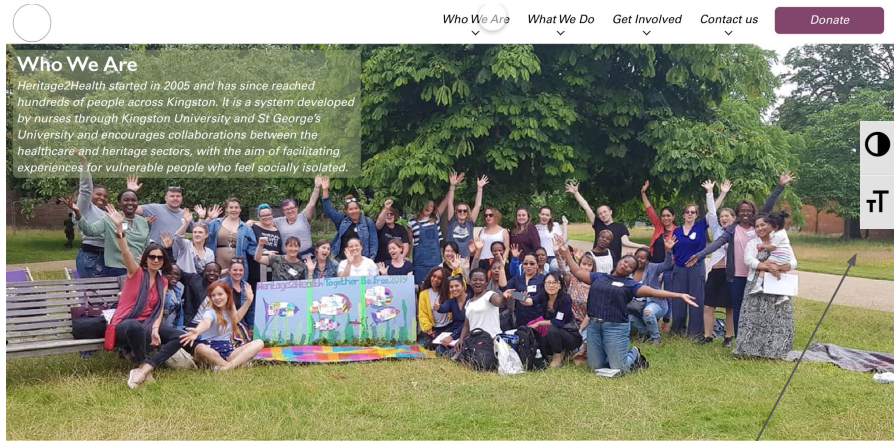
Who We Are

Heritage2Health started in 2005 and has since reached hundreds of people across Kingston. It is a system developed by nurses through Kingston University and St George's University and encourages collaborations between the healthcare and heritage sectors, with the aim of facilitating experiences for vulnerable people who feel socially isolated.

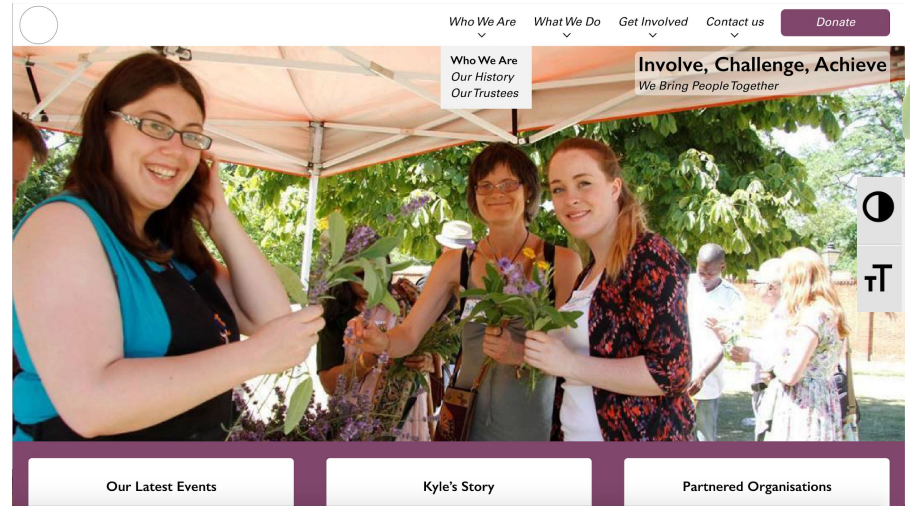




Layout



Option for high contrast or larger text
 (for those with impaired vision or additional reading needs)



How can Heritage2Health update their website to more effectively connect with and engage with their various stakeholders?

Increase social media presence

Re-brand and create branding guidelines

Have a copywriter create stories and other content

Have a web developer create the new website

Ensure the website is easily editable

More interactivity (regular website updates)





Thank you for listening

Particular thanks to all Theresa and all those who provided information and supported this project.