

Ref: CTtL/001

December 2020

**Ref: Commonwealth Tribute to Life (CTtL) November progress report.**

## **1.1.0 Commonwealth Nations Engagement Strategy**

- The aim of the engagement is to identify a potential expert representative in each Commonwealth nation to join an International Advisory Panel.
- A second bespoke webinar January 20<sup>th</sup> – 21<sup>st</sup> 2021 for our international interested nations will be held. [Click here for joining details.](#)
- The first planned International Advisory Panel 10<sup>th</sup> February 2021.

## **1.1.1 [CTtL Website Landing Page](#)**

- Every month a 'tailored' progress report is hosted on the website landing page which maintains on-going and regular contact with the international audience. This approach continues to be a positive communication platform with Commonwealth nations.
- As a result, during November the project received new introductions from the following nations; **Singapore and Sri Lanka.**
- Please see appendix 1, page 3.

## **1.1.2 Meetings attended and developments.**

- Connected with Midlands consuls of Malawi and Uganda.
- Canada telephone meeting.
- Nigeria telephone phone meeting.

## **1.1.3 British Transplantation Society (BTS) and NHSBT Joint online Congress 24<sup>th</sup>-25<sup>th</sup> February 2021**

- Invitations have been sent to members of the Board, UK Advisory panel and interested international guests.
- An on-demand video is being made to create an awareness of the project to the Congress delegates.

## **1.1.4 Memorandum of Understanding (MoU)**

- The project is developing a first draft MoU with input from the CTtL Board and UK Advisory Panel members. This MoU will be shared on the international webinar and with the International Advisory Panel when established.

Thank you for your continued support and guidance.

Best regards  
Satya & Dale.

### **Satya Sharma, MBE**

Chair Commonwealth Tribute to Life Board and Deputy Lieutenant, West Midlands

### **Dale Gardiner**

National Clinical Lead for Organ Donation, NHS Blood and Transplant

## Appendix 1: CTtL Website Landing Page Statistics

All data 1<sup>st</sup> June 2020 – 30<sup>th</sup> November 2020

### Pageviews

- 935 totals (includes repeat pageviews by users)
- 371 unique pageviews (does not count repeat pageviews by users)
- 25 pageviews by users using the short URL /commonwealth
- September remains the peak for pageviews, with 270
  - July – 152
  - August – 139
  - September – 270
  - October – 223
  - November – 137
  - Weekly fluctuations shown in attached PDF

Pages on the ODT Clinical site with a similar number of pageviews:

- <https://www.odt.nhs.uk/living-donation/>
- <https://www.odt.nhs.uk/odt-structures-and-standards/odt-hub-programme/kidney-offering-scheme/>
- <https://www.odt.nhs.uk/odt-structures-and-standards/organ-donation-retrieval-and-transplantation-teams/>

### Engagement

Time spent on the page

- Average time spent on page: 1 minute 40 seconds
  - *Average for pages on the corporate build (inc. ODT C) is 40 seconds*
- Average time for users using the short URL /commonwealth: 4 minutes 47 seconds

Bounce rate (% of users who do not interact with the page at all)

- Average bounce rate for the page: 10.53%
  - *Average for pages on the corporate build (inc. ODT C) is 22.89%*
- Bounce rate for users using the short URL /commonwealth: 60%

### Downloads

- Governance structure and TOR are the most downloaded
- Progress report third-most downloaded

### Acquisition

- 82% users come direct
- 18% users come via organic search

## Location

Most users come from the UK.

- UK – 48%
- Canada – 18%
- USA – 9%
- Australia – 7%
- Austria – 4%

The number of pageviews is relatively low, but as we're dealing with representatives of Commonwealth countries rather than the general public, perhaps that's to be expected. Most users are coming direct, and the engagement is good. As before, this points to a small, but dedicated group of returning users.