Report to CRHB on

Cambridgeshire Insight Housing pages

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Author(s)

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Why is the report coming to CRHB?

To monitor visits to our Insight pages, CRHB's main "web presence"

Background

- Since around 2010 CRHB has had an active set of "pages" on Cambridgeshire Insight which we use to share and promote our activities, reports and to provide a library of useful documents.

- One of the aims of the site is to promote and facilitate thinking "across silos" so it is useful to note there are also active pages for planning (the JSPU specifically), the Joint Strategic Needs Assessment, economic assessment, demography, Census data and a range of "interactive atlases" which help visualise data using maps and charts.

Report

- Between June 2015 and June 2016, some **92,310** people visited Cambridgeshire Insight. In that year, the following housing pages have been visited as follows…

	Page views	% of all Cambs Insight traffic	When was this page published?
Housing (cover page)	1,211	1.3%	Feb 2015 (revised)
New homes & communities	275	0.3%	Feb 2015
Homes for wellbeing	221	0.2%	Feb 2015
Existing homes	106	0.1%	Feb 2015
Housing need & homelessness	253	0.3%	Feb 2015
SHMA 2013 (current version)	1,539	1.7%	Nov 2013
Housing market bulletin	983	1.1%	Oct 2012
SHMA cover page	820	0.9%	June 2012
Housing providers	494	0.5%	Nov 2014
Housing guide	484	0.5%	June 2015
CRHB meeting papers	391	0.4%	Oct 2014

How do other pages fare?

	Page	Page Views	% Page Views
1.	/populationanddemographics	8,054	8.72%
2.	/www.cambridgeshireinsight.org.uk	7,666	8.30%
3.	/population-and-demographics/population-estimates	4,070	4.41%
4.	/population-and-demographics/population-forecasts	2,306	2.50%
5.	/jsna	2,280	2.47%
6.	/interactive-maps	2,163	2.34%
7.	/EEFM	1,990	2.16%
8.	/housing/shma/shma-current-version	1,539	1.67%
9.	/demographic-indicators-0	1,469	1.59%
10.	/Census2011	1,381	1.50%

Cambridgeshire Insight Open Data

- In addition, we have been developing "Open Data" sets to share with people, to help find (sometimes) publically accessible information which would otherwise be hard to find or use for local research purposes.

- From June 2015 to June 2016, a total of 23,954 people have visited CI Open Data. Again, here is a list of the housing datasets, in order of popularity:

Page	Page views	When was this page published?
Local housing allowance changes	617	May 2014
Homelessness (England)	215	July 2015
Fuel poverty	192	Nov 2014
Housing affordability	103	Apr 2015
Empty homes	97	Aug 2015
Housing completions	95	June 2014
How old is our housing?	62	Oct 2015
Private registered provider housing in our area	55	Sept 2015
East of England forecasting model 2013 baseline Cambs	53	June 2014
Affordable housing completions	48	June 2014
House sales and prices	42	June 2016
Housing need register applicants parish preference (also published as an Atlas on Cambs Insight)	22	June 2014
Second homes	14	May 2016
Local housing allowance rates	11	Dec 2014
Rough sleepers across England	11	May 2016
Homelessness prevention and relief	9	May 2016

CRHB report

More recent (i.e. June 2016 so not showing in figures yet)		
Homeless families with children living in B&B for > 6 weeks (England)		
Local private rent levels (median, 3 monthly from HMB)		
House sales and prices, from ONS/Land Registry for last 20 years		

"Tweets"

CRHB has a twitter account @CambsHsgSubReg to help promote our work and that of partners, form new partnerships and links, and publicise things like the bulletin and release of new open data.

This is not a large time commitment and there is no cost.

It has led to some useful gathering of information but must be help in "perspective" i.e. it serves a useful purpose to get our stories and publications out there, and to learn about other similar work across the country.

In June 2016, we have 705 followers and we are following 1,151.

Resource implications

- FYI we make a small payment of £1,750 each year for Cambridgeshire Insight and CIOD maintenance and development. This also covers training and support.