

26 July 2017

## Review of GRASAC website / online

This review looks at the GRASAC website from the point of view of an external viewer, that is a person viewing without 'insider knowledge' of the organisation or the sector.

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### Identification (consistency)

#### report:

web: [www.glosrasac.org](http://www.glosrasac.org)

email: [name@glosrasac.org.uk](mailto:name@glosrasac.org.uk)

twitter: @glosrasac

facebook 1: Gloucestershire Grasac

facebook 2: Funding for Grasac (@grasac)

facebook 3: Grasac (@username): this page not found in FB search

logo: GRASAC: Gloucestershire Rape and Sexual Abuse Centre

search engines: excellent results – the site is easily found using search criteria grasac, glosrasac, rape crisis gloucestershire, sexual violence/abuse Gloucester etc.

#### comment:

Inconsistent domain name – .org and .org.uk – it's usual to be able to work out a website address from the email and vice versa.

Inconsistent acronym: 'active' acronym e.g. will locate G online is glosrasac vs 'given name' of grasac

#### suggestion:

Align glosrasac and grasac to avoid confusion and use consistently. (see below)

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### Logo / branding

#### report:

As per the suggestion above, standardising the acronym so that the logo reflects the URL enables easier signposting to the organisation.

GRASAC is not used in speech (e.g. to answer the phone) nor is it the way to find G online – yet it's the focus of the logo.

"GRASAC" rhymes with attack and begins with a growl. It does not sound welcoming, inclusive, comforting.

The logo colours are harsh – orange and red are often associates with danger, emergency or passion

The crescents ('embracing toe nail clippings') are sharp and relay no meaning associated with the service

The text (Gloucestershire Rape and Sexual Abuse Centre) is too is not readily legible when logo is used at stationary sizes.

#### suggestions:

Create new logo with considered elements that reflect the attitude, ethos of G:

open, friendly, trust, knowledgeable/authoritative, support, inclusive, gentle, comfortable...

Future considerations might be to re-name with something that sounds more welcoming and kind (e.g. Hope House or The Green House in Bristol). Another, less intense, option is to have an education/community engagement sub-brand

"xxx at/part of GRASAC"



harsh colours

utilitarian lettering (council department, less humanity)

Tiny lettering



softer colours (more natural / clothing / home furnishing)

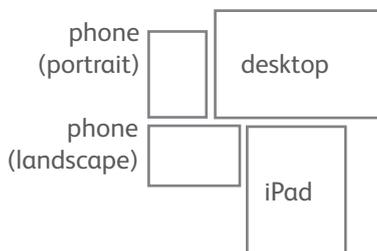
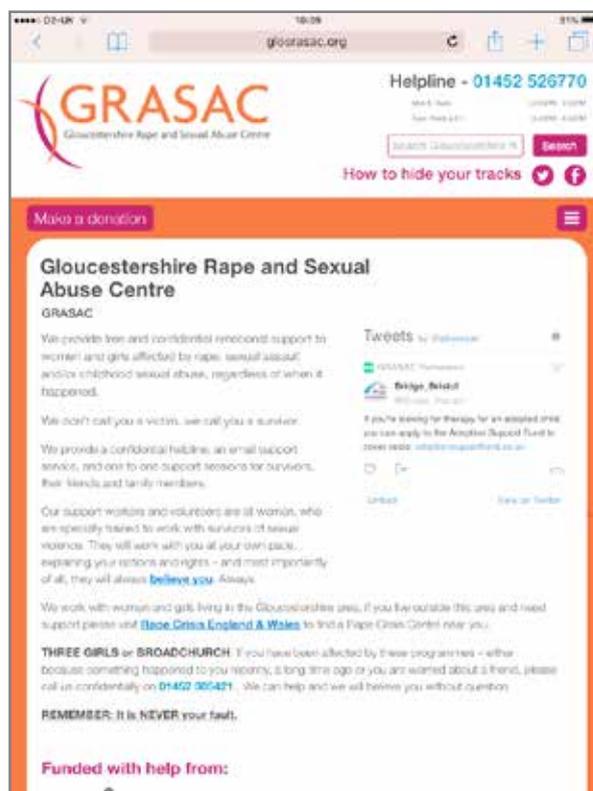
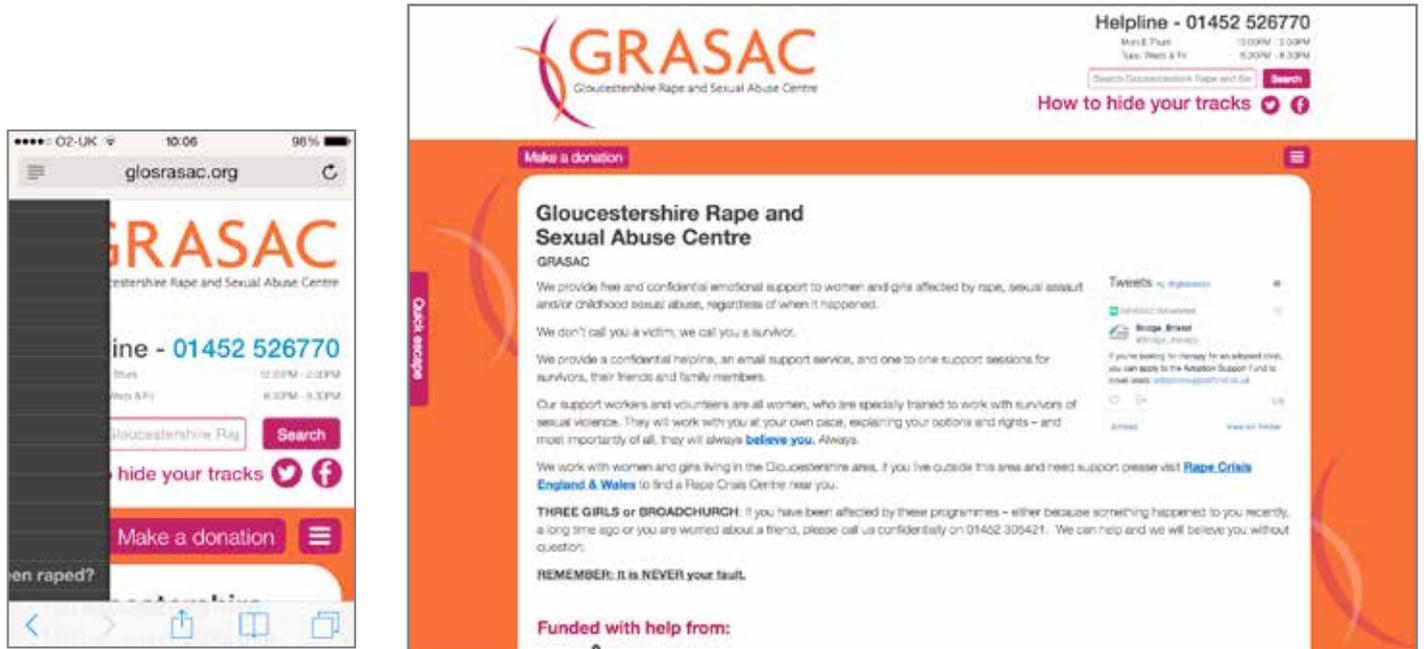
hand-drawn lettering = personal, human, not formal

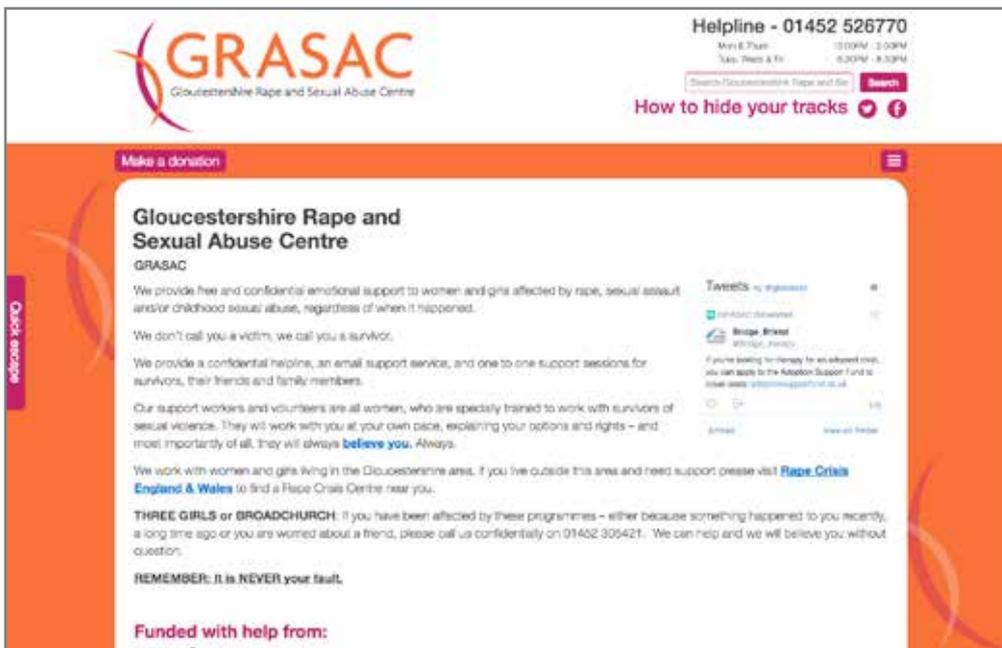
no symbol = straightforward, 'we are what we are'

## Online

I have reviewed www.glosrasac.org on a desktop computer, mobile phone and tablet.

There are clear technical issues on the mobile phone with the 'pop out' menu obscuring information





## Initial impression

### report:

The opening page looks somewhat officious/governmental/local authority; there is no empathetic element to connect with the viewer or send out a subliminal message about the type of organisation; colour too harsh.

I found the menu on my third visit to the site, finding only the 'believe you' hyperlink. This makes G and its services seem inaccessible. The menu symbol is too small and there's not sufficient colour contrast.

### comment:

The website has to communicate to all target audiences:

- service users and potential service users
- referrers – statutory, friends and families of victims, other contacts (e.g. school teacher)
- supporters and advocates
- funders and potential funders
- donors – individuals and groups
- anyone looking for SV information/research.

Clarity, consistency and easy navigation are key to successful online communication, in addition to establishing an appropriate 'tone of voice'

- Establish an approachable, open and welcoming brand/personality through the look and tone of voice (see later).
- Present G as knowledgeable/authoritative, trustworthy, responsible, reliable organisation
- Establish 1. why G exists; 2. what it does; 3. how G works/how to access support; 4. outcomes; 5. need for support
- Clear signposting to target groups: 1. those seeking support and 2. those wishing to support
- Clear, unambiguous information. Assume no previous knowledge: avoid abbreviations, state the obvious. Answer the questions others might ask (and you already know the answers to)
- Invite interaction – give office telephone number and email address as well as hotline
- Clear navigation – don't expect viewers to search for the information they require. Breadcrumb trail can help people get around and know what section they are in and give easier access to other pages – currently you have to scroll back to the top to find the menu graphic then select another page.

The next two pages show a review done for The Green House rape and sexual abuse service (Bristol) in 2016. I understand that the organisations are different, however some of the points are relevant to G's website, whereas G already addresses other questions. I've included this for expediency and to suggest the kind of questions viewer might want answered that we should anticipate.

## Developing The Green House's online presence and communication strategy

### **The website has to address your target audiences: firstly, (potential) service users and secondly (potential) supporters.**

The text is about you (not your users):

Your menu links are: Who **we** are, Who **we** help, Support **us**, Contact **us**, Help **us** make a difference

### **Aim to be holistic, empathetic and empowered/empowering.**

'Other support' is statistics. 'Support us' defines three options, but should be an inclusive dialogue. Change 'Who we help' to have an option for professionals.

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### **As a person who has been sexually abused or raped and is looking for advice or support I might want to:**

Feel that The Greenhouse is there for me, that my needs are paramount and that I will be understood and supported.

*Currently the website emphasis is on you (the service). It would be improved by addressing the service user more personally*

Understand how I can access your services

*Can I just get in touch? Do I have to have a police report or do I have to be referred by another agency?*

Does my experience fit your service's criteria?

*Is it "serious" enough – e.g. does only violent assault count?*

*What about an historical abuse?*

Am I the right age, male/female/trans, ethnicity, religion?

What is the definition of sexual abuse or rape

*ONS statistic list Sexual offences, rape and other sexual offences)*

How it works

*Can I email you? Must I visit you to talk face-to-face? Do I get a case worker, or is it group therapy, or can I choose?*

How much choice I have within your service

*Can I start and finish when I please? If I contact you will I have to report the abuse to the police? Will you have to tell my family?*

Who do you work with?

*What's different to you and other organisations I might contact i.e. Rape Crisis, Survivors UK etc*

Do I have to pay?

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### **As a supporter (potential donor)**

What is your structure and status?

*Charity and sources of funding, trustees, finances*

How can I help or be involved?

*Outline of different types of help – donor, volunteer, fundraiser*

What's the scope of your work?

*Reactive, supportive, prevention, education*

What's your most pressing need?

Define aims and strategy

*People give to transparent, organised charities.*

*Change **we** and **our** (talking about the Greenhouse) to **you and your** to address the service user*

**We** have a team of counsellors who have extensive experience of working with **children and young people** and issues such as sexual abuse. **Our counsellors** often use play, drama or art to help **children and young people** express **their** thoughts and feelings.

*Talking to people in the third person is impersonal – decide who you are addressing*

Before **we** start work with **a child or young person**, **we** require that a **disclosure of sexual abuse** has been made through **a statutory service**.

*I'm a young person and I don't know what this means*

*I'm a young person – not sure if I can refer myself or if this relates to the previous paragraph*

If **you** would like to **make a referral** to the service, call us on 0117 935 0033 or email **caseholder@the-greenhouse.org.uk**. You can leave a message with your name and number, and the case holder will call you back.

*sounds impersonal and formal*

*Define the audience (young person)*

If **you** are under 18 years old and want to get some help to make sense of your feeling after **you** have been raped or sexually abused, the Green House team has the skills to **help you feel better again**. Everyone here has extensive experience and will guide **you** through some of the most difficult times. Here **you can** talk, play, use drama or art with us to help you express **your thoughts and feelings**.

*How The Greenhouse can help – this text mentions positive outcomes*

*Consistent audience (young person) address agencies in another section*

Unfortunately we are not allowed to work with any under 18s until you've been referred to The Green House by a statutory service – this means you have to have spoken to xxx, xxx or xxx who will contact us on your behalf.

*Offer of advice*

If you need to know more about how referral are made please email **xxxxx@the-green-house.org.uk**, or call us on 0117 935 0033. **You** can leave a message with your name and number, and you'll get a call you back from us within [time period].

## glosrasac.org homepage text

**We** provide free and confidential emotional support to women and girls affected by rape, sexual assault and/or childhood sexual abuse, regardless of when it happened. **We** don't call you a victim, **we** call you a survivor. **We** provide a confidential helpline, an email support service, and one to one support sessions for survivors, **their** friends and family members. **Our** support workers and volunteers are all women, who are specially trained to work with survivors of sexual violence. **They** will work with **you** at your own pace, explaining your options and rights – and most importantly of all, they will always believe **you**. Always. **We** work with women and girls living in the Gloucestershire area, if **you** live outside this area and need support please visit Rape Crisis England & Wales to find a Rape Crisis Centre near you.

REMEMBER: **It** is NEVER your fault.

Current home page text (above) uses G focused words 'we' and 'our' more than service-user focused 'you' or 'your'. Friends and families are mentioned in the third person. Viewers should feel as though you are addressing them directly/personally. Above, the green annotated text is a suggestion to make the red annotated text more accessible/inclusive.

## suggestions / for inclusion:

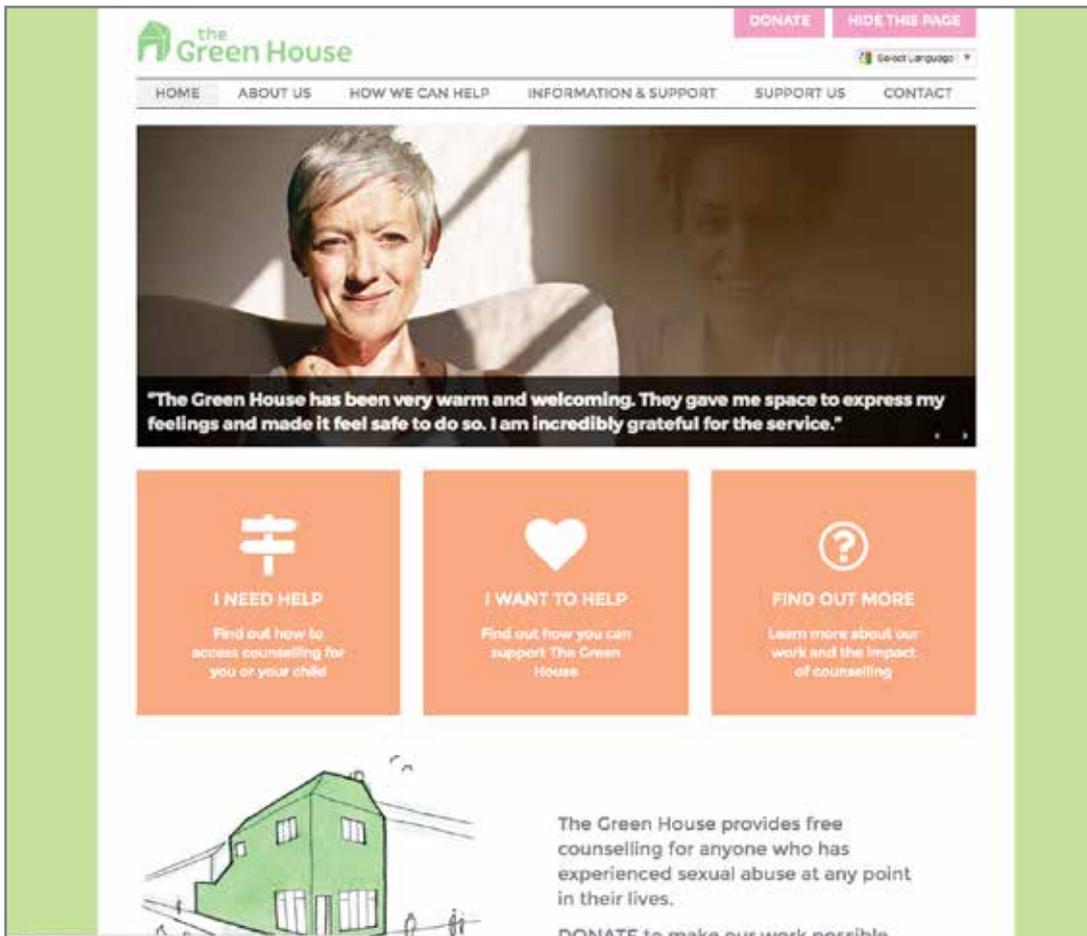
- Home page: overview statement of what G does and why (mission statement edited to fit 'tone of voice'); who it helps incl. geographic area and education). Outline credentials (bodies you work with, length of service etc)
- Give options for different target groups i.e. service-users, referrers, supporters.  
Also signpost to other organisations and sources of information (for example male rape organisations)
- Add brief statistical overview and detail of provision to paint a picture of the need e.g. rural communities, stranger danger vs known abuser, numbers of people supported each year, growth in numbers re: high profile cases and TV dramas
- Donor-centric: people want to support those affected by SV more than the organisation per se. Reports on (affluent, charitable demographic) baby-boomers say that they want to be involved with charities (build a relationship) not merely give money remotely. Millennials also want a relationship – fundraising activities over individual giving.
- Potential donors want to be able to research an organisation to establish whether they want a relationship. Be transparent – include information on financial position (need and funding sources); include trustee and staff information (with any appropriate contact info).
- Potential and existing grantmakers research viability via the web. Keep site up-to-date with project news, developments. Also ensure good PR
- Invite viewers to give support (rather than just make a donation): in-kind support and time (volunteers) as important as financial donations and one can always lead to, or facilitate, another.
- Current 'make a donation' links goes to virginmoneygiving.com – continue updates to website here for brand consistency
- Make clear our status as charity (not statutory organisation) add in registered charity number in footer
- There are already good links to Twitter and Facebook that invite viewers into our community but check the best FB page!
- How to hide your tracks – NB some links are dead! – too lengthy and more visible than 'Quick escape'. Perhaps this could be a pop-up that appears when you enter the sight (a bit like cookies information)

## examples:

RASAC websites shown below have positive elements including:

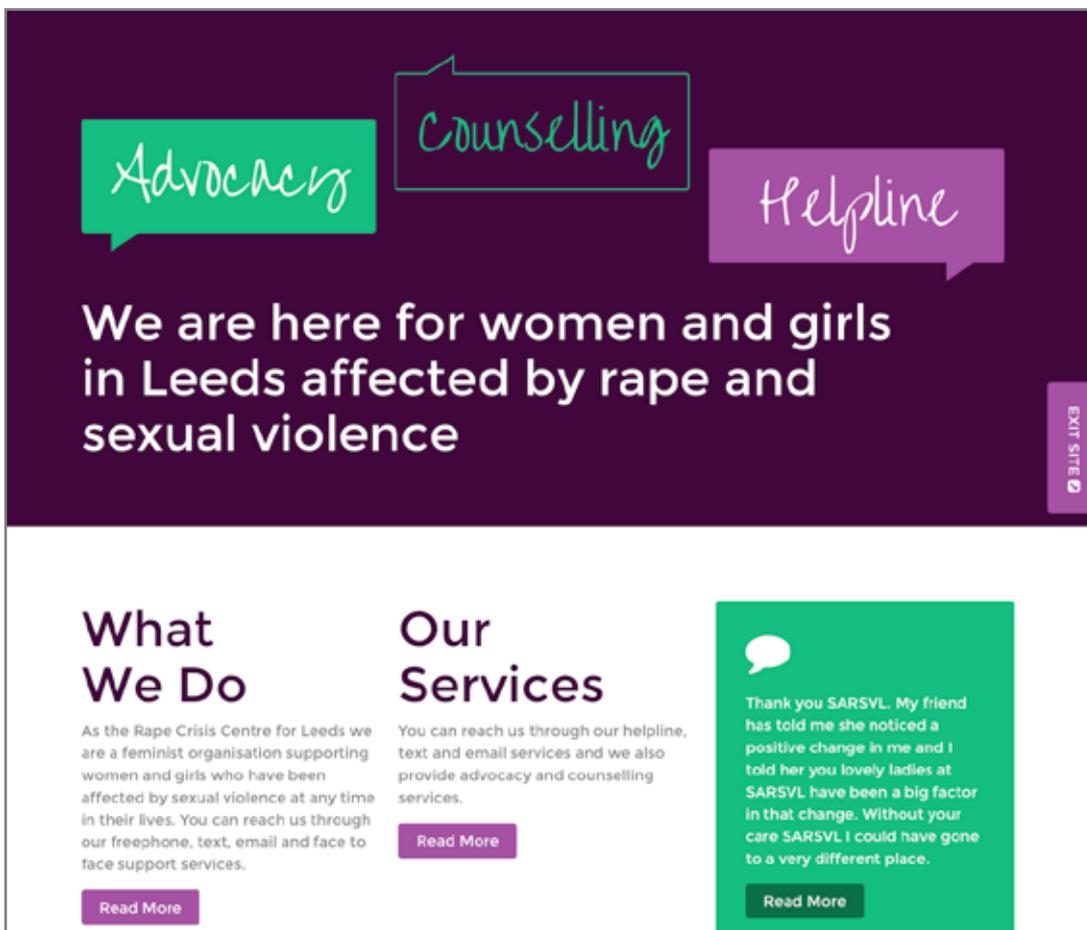
www.sarsas.org.uk

- three clear sections for different viewers: victims, supporters and professional referrers
- one statement about what they do
- not specific imagery visually engaging
- hand lettering says 'human and personal'



www.the-green-house.org.uk

- three clear sections for different viewers: victims, supporters and learn more
- service user statements add authenticity, show impact and justify existence
- portraits aid empathy – human
- easy on the eye – not too much information to process/read



supportafterrapeleeds.org.uk

- simple, clear and very concise
- no imagery but hand-drawn lettering and speech bubbles emphasise talking and humanity

## Page by page review:

Suggestions for re-ordering and editing texts to better connect with viewers and recommendations for additional information:

### Add in

- Page on structure of the organisations ('who we are'): helpline staff are volunteers; short staff biogs/roles; trustee biogs
  - Information on how to access support/the system: e.g. the links page lists Hope House SARC but does not say what a SARC is, or how it is involved in the process
  - How G helps. We say we offer support but do not say what that support is, what forms it can take or how it can help; how long it lasts; what to expect; etc.
  - As above, our impact – statistics, case studies, quotations to validate G's work
  - Page with downloadable self-help guides
  - Information on education/raising awareness – our second objective – why it's important; groups we speak to; activities and workshops offered; expertise; quotes and case studies from participants; changing culture/expectation (how things have improved)
  - Static header/footer on each page with helpline number and quick escape (and perhaps positive quotation/statement e.g. "I am not what happened to me..." or "It is irrelevant what you were wearing, how much you had to drink or whether you were in your own home or out for the evening")
  - Static quick escape
- 

### Our Values

- Move objectives to home page (edit); add geographic area
  - Mission statement feels like a policy document (written about G in the third person) and largely reiterates the objectives.
  - Values: rewrite appropriate points in friendly prose remembering that many (e.g. equality, opposing discrimination and striving for a high quality professional service) are considered the norm today and viewers might have different expectations of the terms (e.g. respect can include the whole community). Addition of other values could help build a community of support – transparency could include freedom of information (for donors etc),
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### Our history

- History not as important as future plans! We could lose this page, keeping paragraphs one and two as introduction to information on the structure of the organisation.
  - Paragraphs three and four repeat of objectives/mission statement
  - Final paragraph (edit) good on home page.
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### Quality assurance

- Can be replaced with link to RCEW website and statement such as "working to national standards required by RCEW".
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### Our services

- Re-work these pages – from an initial link for people looking for support on the homepage. Perhaps an introduction on how to make contact for support (hotline or email – with both prominent on the page); then face-to-face and groups.
  - Complaints information can be moved elsewhere (don't want to see this when looking for help), perhaps contact us page which can offer options
  - Group sessions: more positive/chattier introduction e.g. "there are a number of groups that can help you to regain control"  
Creative art group: perhaps giving an idea of what you can do/try better than generic 'express yourself through the medium of art'. Mindfulness and Yin Yoga: brief overview of what each is
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## **Links / Information & links**

- Two very similar pages
  - Combine and move toward end of menu
  - Give brief overview of what each does, who they can best support e.g. Independence Trust Young People's Service – why would I seek their counselling over G?; This is abuse – why would I go to this site? We can't assume viewers know what the Samaritans and Brooke Advisory do, or how Hope House services work with G; why/when would I call national line rather than G?
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## **What is rape? / What to do if I've been raped?**

- Change title to reference other terms
  - Combine the info on these pages (a list of legal definitions can appear a little cold – perhaps an invitation to contact G if any you feel abused. Good strong intro statement on What to do if I've been raped? This clarification / information could be better as intro to explanation of terms. This page should give abused people the reassurance that what they've experienced is wrong and falls within G's remit
  - Too much text to process on this page; can it be broken down with links
  - Simplify text: e.g. You do not have to go to police; G will guide you through the process/refer you to right people; numbers to call immediately; forensics within 72 hours but you do not have to decide straightaway whether to pursue legal justice;
  - What to do if I've been raped? does not address historical abuse
- 

## **Reporting a rape**

- Review the information on this page alongside What to do if I've been raped? – a lot of repetition of information
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## **Myths about rape**

- Review and include this in a new education / awareness
  - Include links to other useful resources e.g. cup of tea / consent video
- 

## **Feedback**

- This should be the place for all feedback including complaints
  - Include comments in prose – these would be useful on 'our impact' page
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## **Contact**

- clearer signposting to 'get in touch' and 'access support' options
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## **Donate and Volunteer pages**

- Review / combine into 'support' with sections/links on fundraising, helpline volunteering, non-counsellor volunteering – build community of support
- 

## **Blog and News & Events**

- Combine and update
- 

## **Messages of Hope**

- integrate into our impact / case for support pages