HSE Statistics Microsite
Research STAGE 2

Presentation of Findings

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Prepared for: HSE
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Introduction

Respondent Profile
Overall Reaction to New Designs
The New Homepage
The New Industries pages
The New Search Tool
Conclusions/Recommendations
HSE have embarked on an ongoing programme of redesigning the HSE Statistics website.

**Stage 1:** A Mini-Visitor survey on the Statistics section of the HSE website.

The outcomes of stage 1 were used to help Rocket redesign the Statistics section homepage and several deeper pages of content.

**Stage 2:** A survey launched on the HSE statistics homepage to obtain opinions on the new designs.

The survey was used to recruit 9 teledepth interviews to discuss the new designs in more detail.
Objectives

- The main objectives of this stage of the research were to:
  - Assess whether the new designs are improvements from the existing site
  - Assess whether website users consider the new designs meet the needs of website visitors
    - Website visitor needs were taken from stage 1 of the project
  - Identify any suggested areas for improvement
  - Determine whether if implemented, the new designs would increase traffic to the site
Method

- The survey was conducted online using a short pop up questionnaire which appeared to a sample of visitors 3 minutes after arriving on the Statistics homepage.
- A sampling interval of 1 in 1 was set.
- 207 complete responses were obtained to the questionnaire from 565 starting the survey.
- Response rate: 16% / Completion rate: 37%
- The research was conducted between 30/07/08 and 28/08/08.

Note: no validation was set to force response to every question and so all figures have been presented based on those answering each question. All figures are percentages, unless otherwise stated.
Respondent Profile

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>> Respondent Profile

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Conclusions/Recommendations
**Age**

**Q1 What is your age?**

**Mean Age:** 39

- Average UK Website: 16% 18% 24% 26% 16%
- HSE Website overall - 2007: 20% 33% 26% 15% 6%
- HSE Statistics section: 11% 21% 21% 21% 15%
- Stage 2: 18% 28% 24% 22% 9%

*Base: 562 (all answering)*

The average age has risen due to the significant decrease in those aged under 24 from 21% to 9%. This is due to the survey running in the school holidays equating to less students coming to the site for research.
## Type of visitor

**Q2 Which of the following roles best describes you as a visitor to the Statistics section of the HSE website today?**

<table>
<thead>
<tr>
<th>Role</th>
<th>Q2 Visitor</th>
<th>Overall HSE website figures 2007</th>
</tr>
</thead>
<tbody>
<tr>
<td>Employee with health and safety role</td>
<td>42%</td>
<td>19%</td>
</tr>
<tr>
<td>Health &amp; safety consultant</td>
<td>13%</td>
<td>32%</td>
</tr>
<tr>
<td>Employer/manager (incl. self-employed)</td>
<td>12%</td>
<td>18%</td>
</tr>
<tr>
<td>Student/teacher</td>
<td>9%</td>
<td>15%</td>
</tr>
<tr>
<td>Personal interest</td>
<td>5%</td>
<td>4%</td>
</tr>
<tr>
<td>HSE employee</td>
<td>5%</td>
<td>3%</td>
</tr>
<tr>
<td>Academic, statistician, analyst, researcher</td>
<td>4%</td>
<td>0%</td>
</tr>
<tr>
<td>Stakeholder representative (e.g. ACAS, RoSPA)</td>
<td>1%</td>
<td>0%</td>
</tr>
<tr>
<td>Legal professional (e.g. solicitor)</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>Journalist/media</td>
<td>1%</td>
<td>0%</td>
</tr>
<tr>
<td>Other</td>
<td>7%</td>
<td>4%</td>
</tr>
</tbody>
</table>

Generally results are similar to Stage 1 apart from there being significantly less student/teachers at this stage due to summer holidays (9% vs. 25% for stage 1). Employees with H&S roles were more likely to be repeat visitors when compared to first time visitors (46% vs. 34%). This was also the case for H&S consultants (18% vs. 7%).
Teledepths - Type of visitor

- Employee with Health & Safety role: 4
- H&S consultants: 2
- Manager/Employers: 2
- Statisticians/researchers: 1
Size of business

Q3 What is the size of the company or organisation you work for in terms of employees?
Base: 447, 273 (all answering)

Results from this stage were very similar to those from stage 1. When compared to Employers/managers, a larger portion of Employees with H&S roles (67%) work for businesses with 250+ employees (48% for Employers/managers).
Type of industry worked in

Q4 What would you say is the main line of business of your company or organisation?

Base: 282 (Employers/managers and Employees with H&S roles)

- Construction: 21%
- Manufacturing: 15%
- Central and local government activities or defence: 11%
- Health or Social work: 7%
- Education: 7%
- Services (e.g. retail or repair): 6%
- Transport, storage or communication: 6%
- Financial or insurance activities: 2%
- Extraction (mining) or Utility Supply: 2%
- Agriculture or Fishing: 1%
- Hotels or restaurants: 1%
- Real estate, renting or other business activities: 1%
- Other: 20%

Again, results have remained generally the same since stage 1. Those who work in the Education industry are more likely to be repeat visitors when compared to those visiting for the first time (10% vs. 4%).
Q7 How many times have you ever visited the Statistics section of the HSE site (including this time)?

Base: 495 (all answering)

There are significantly less first time visitors than stage 1. There have also been a significant increase in those who have visited the site 10 or more times. This is driven by H&S consultants, 57% of which have visited 10 or more times.
Frequency of visits

Q7 How many times have you ever visited the Statistics section of the HSE site (including this time)?

Base: 495 (all answering)

H&S consultants show the highest number of repeat visitors due to the fact that over half have visited the site more than 10 times.
Reasons for Visiting

Q6 Which of the following best describes what you were looking for on the Statistics section of the HSE website today?

Base: 509 (all answering)

- To find the latest health and safety statistics: 62%*
- To find information on different injuries: 31%*
- To find information on working days lost: 23%*
- To find information about ill health: 22%*
- To find information about enforcement action: 14%
- To find government health and safety targets: 12%
- Nothing in particular, just browsing: 10%
- Contact information for HSE Statistics: 6%
- To sign up for a Statistics e-Bulletin: 5%
- Other: 7%

* Significantly more likely to be repeat visitors

Browsers significantly more likely to be first time visitors

Those who are coming to the site to find the latest H&S statistics are significantly more likely to be H&S consultants or Employees with H&S roles.
Overall Reaction to New Designs

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Respondent Profile

>> Overall Reaction to New Designs

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Conclusions/Recommendations
QV4(Q7)/Q12/Q17 What is your overall opinion of the new homepage/industries page/search tool design?
Stage 1 - What is your overall opinion of the Statistics section of the HSE website?

Base: 833,455,240,201 (all answering)

Overall the new search tool was the most popular new feature (particularly amongst repeat visitors).
Comparisons with Current Statistics Site

Q8 How does the new Statistics homepage design compare to the current version of the HSE website?
Q13 How does the new industries page design compare to the current version of the HSE website?

Base: 446, 237 (all answering)

<table>
<thead>
<tr>
<th></th>
<th>New Homepage</th>
<th>New Industries page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Much worse</td>
<td>2%</td>
<td>1%</td>
</tr>
<tr>
<td>A little worse</td>
<td>18%</td>
<td>11%</td>
</tr>
<tr>
<td>Same as</td>
<td>50%</td>
<td>46%</td>
</tr>
<tr>
<td>A little better</td>
<td>30%</td>
<td>42%</td>
</tr>
<tr>
<td>Much better</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Very positive responses for both pages. Most people (80%+) thought the new designs were better.
Expected Change in Frequency of Visits

Q22 If the new design was implemented, would it encourage you to visit the HSE website more or less often?

Base: 202 (all answering)

H&S consultants and employees with H&S roles were significantly more likely to visit the same amount.

- **40%** said they would visit much more.
- **30%** said they would visit the same amount.
- **29%** said they would visit much less.
- **40%** said they would not change their visit frequency. This is because for most people their visit frequency is driven by their need for information rather than how easy it is to obtain once on the site.
The New Homepage

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Conclusions/Recommendations
Overall Opinion of New Homepage

QV4 (Q7) What is your overall opinion of the new Statistics homepage design?
Q8 How does the new Statistics homepage design compare to the current version of the HSE website?

Base: 455 (all answering)

Overall opinion

- Poor: 6%
- Fair: 42%
- Good: 43%
- Very good: 8%

Overall comparison

- Much worse: 2%
- A little worse: 18%
- Same as: 50%
- A little better: 30%
- Much better: 4%

Teledepth Feedback: Very positive. Improvements are clearly a step forward. However, some feel it is still cluttered and overwhelming for new users.

Overall, a positive response. 8 in 10 visitors thought the new homepage was better than the existing one.
Comparison of new vs old design (1)

Q8 How does the new Statistics homepage design compare to the current version of the HSE website?
Q9 Please rate the new Statistics homepage on how it captures each of the findings of the earlier survey on the Statistics website...

**OVERALL COMPARISON**

- **Much better**: 30%  
  **Little better**: 80%

- **Consistent and clearer navigation**: 44%  
  **Little better**: 83%

- **Presentation of graphics and charts**: 45%  
  **Little better**: 83%

- **Flexible search query tool**: 39%  
  **Little better**: 81%

- **Detail for industries and regional content**: 37%  
  **Little better**: 80%

- **Helpfulness of locating information you were looking for**: 41%  
  **Little better**: 78%

**Positive responses across all aspects. In terms of overall comparison H&S consultants were most positive about the new Statistics homepage.**
Comparison of new vs old design (2)

Q10 ...and please rate the new Statistics homepage on the following aspects...

Base: 277-282 (all answering)

<table>
<thead>
<tr>
<th>Aspect</th>
<th>Much better</th>
<th>Little better</th>
</tr>
</thead>
<tbody>
<tr>
<td>OVERALL COMPARISON</td>
<td>30%</td>
<td>50%</td>
</tr>
<tr>
<td>Ease of finding required info.</td>
<td>41%</td>
<td>43%</td>
</tr>
<tr>
<td>Attractiveness of design &amp; appearance</td>
<td>39%</td>
<td>39%</td>
</tr>
<tr>
<td>Appropriate style for HSE</td>
<td>39%</td>
<td>34%</td>
</tr>
<tr>
<td>Appropriate tone and language</td>
<td>35%</td>
<td>34%</td>
</tr>
</tbody>
</table>

Ease of finding required info. scored most highly due to the link to the new search tool and the improved navigation on the left hand menu. Repeat visitors are most likely to find the ease of finding information much better.
First impressions of homepage – Overall a positive response

Q11 Please tell us a bit more about what your first impressions were of this page. (e.g. things you liked, disliked, would improve or add)

Comments focussed around the page being clear and well laid out:

- I thought over all, that I was able to see what I wanted, and how to download the information I wanted, also in some areas I could actually click on and copy and paste. I found it a lot more user friendly to navigate around.
- Retained important elements from old design such as map but it seemed to offer clearer and easier to use navigation facilities.
- The layout is clearer and it is easier to get to key information.
- It is clear where to go for stats: that’s good.
- Liked the layout, appeared to be easier to find the information you need.
- Clear design, better signposting of information. More visually attractive and appealing.
- Fits the page better.
First impressions of homepage – Some negative responses

Q11 Please tell us a bit more about what your first impressions were of this page. (e.g. things you liked, disliked, would improve or add)

A relatively small minority feel the page is cluttered and it is hard to find what they are looking for:

Care will need to be taken that it does not get cluttered on the page. Overall the layout is preferable to the existing one.

I did not find the industry I was looking for, it would be so much better if it had a Google option within the industries.

Too busy. Maybe it is just the opening graphic but there are too many fonts and colours.

I didn't like the text the old one is easier on the eye, the new one reminds me of like a Rightmove type website like you're trying to sell me a house or a car!!!!

Crowded, very scattered subject matter.

Industry data was not immediately seen.
First impressions of homepage – Suggestions

Q11 Please tell us a bit more about what your first impressions were of this page. (e.g. things you liked, disliked, would improve or add)

Clearer navigation needed

- More accessible - larger typeface etc.
- Search tool could be broader.
- I would look at colour coding for industries, & not sure red background is most user friendly.

Ease of navigation. Would like a clearer link to statistics.

More obvious links to the full reports.

Wider range of reports

- I would like to see benchmark marking information on near misses, minor accidents from similar organisations.

The website is very clear and easy to navigate. What I would like to see is the ability to access reports that I have already submitted.

Use consistent terms for statistics

- When using stats use the same comparator - 53% or 5/10 or half - don't mix them.
**Find figures fast** and **Browse statistics by region** were the **most eye catching.**
Respondents spontaneously spoke about these sections first when asked about the page overall.

**Find figures fast**
Locate the statistics you need with our Statistics Finder tool.

**Browse statistics by region**
Browse by region was considered a good feature. However, several people mentioned it being not relevant for the sort of information they were after.
Generally the headlines were well received. However, if they are not updated regularly they will become background blur for regular visitors.

The latest publications section is perceived as a useful section for those who regularly visit the site.

One person mentioned that it would be good to have RSS feeds. E-bulletins may not be the preferred method for staying up to date.
The New Industries pages

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Statistics for work-related injuries and ill health in construction

2.2 million people work in Britain’s construction industry, making it the country’s biggest industry. It is also one of the most dangerous. In the last 25 years, over 2,800 people have died from injuries they received as a result of construction work. Many more have been injured or made ill.

Injuries
There were 77 fatal injuries to workers in construction in 2006/07, a 28% increase on the previous year. 23 deaths (30%) were due to falls from a height and 16 (21%) were due to being hit by a moving or falling object.

More information about injuries in the construction industry

Ill health
The latest survey of self-reported work-related illness (SWI) carried out in 2006/07 estimated that 92,000 people whose current or most recent job in the last year was in construction suffered from an illness which was caused or made worse by their job.

More information about ill health in the construction industry

Working days lost
Workplace injuries and work-related illness accounted for an estimated 0.9 and 1.8 million working days lost (full-day equivalents) respectively in 2006/07, with corresponding rates of 0.43 and 0.84 days per worker.

More information about working days lost

Statistics for construction injuries

Last updated: 1 May 2008

There were 77 fatal injuries to workers in 2006/07, a 28% increase on the previous year. Of these 77 fatalities, 50 were employed and 27 were self-employed, compared to 43 and 17 in 2005/06.

23 deaths (30%) were due to falls from a height and 16 (21%) were due to being hit by a moving or falling object.

In 2006/07, 30% of all worker deaths were in the construction industry. The rate of fatal injury to workers in construction rose to 3.7 per hundred thousand workers, from 3.0 per hundred thousand workers in 2005/06.

Find statistics

- Historical picture
- Employment
- Enforcement
- Index of table

Who we are
- Targets
- HSE and National Statistics
- Publications
- Release schedule
- Live issues
- Data sources
- Useful links

Ask a question
Terms of use

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Reported major injuries to employees rose slightly in 2006/07 to 3,771, compared to 3,706 in 2005/06.

The rate of major injury to employees decreased by 4% from 30.7 per 100,000 employees to 29.5. This continues the general downward trend seen since 1999/2000, and is the lowest rate since FODOR 95 was introduced in 1995.

In 2006/07, the most common kind of accident was a slip or trip (45%) above the average for the front. As in previous years, falling from a height accounted for a high number of major injuries, 367 (27%). The next most common kind of accident were being hit by moving/falling objects (40) accounting for 17%, and being injured while...
Q12 What is your overall opinion of the new industries page design? 

Base: 240 (all answering)

- Poor: 31%
- Fair: 49%
- Good: 17%

The breakdown of categories per industry brings the most positive responses.

In terms of ‘Excellent/Very good’, the new industries page was rated most positively by those coming to the site to find information on working days lost (75%), injuries (75%), enforcement (75%), and ill health (74%).
Comparison of new vs. old design (1)

Q13 How does the new industries page design compare to the current version of the HSE website?
Q14 Please rate the new industries page on how it captures each of the findings of the earlier survey on the Statistics website...

Base: 237, 191-195 (all answering)

<table>
<thead>
<tr>
<th>Aspect</th>
<th>Much better</th>
<th>Little better</th>
</tr>
</thead>
<tbody>
<tr>
<td>OVERALL COMPARISON</td>
<td>42%</td>
<td>46%</td>
</tr>
<tr>
<td>Summary information supported by detail</td>
<td>45%</td>
<td>41%</td>
</tr>
<tr>
<td>Presentation of charts and easier to read</td>
<td>50%</td>
<td>35%</td>
</tr>
<tr>
<td>More detail presented in a simplified way</td>
<td>43%</td>
<td>41%</td>
</tr>
<tr>
<td>Ability to drill through general info. to get to industry specific info</td>
<td>40%</td>
<td>44%</td>
</tr>
</tbody>
</table>

Similarly to the new Statistics homepage design, the responses for each aspect has been very positive with more than 8 out of 10 respondents saying that the new page is better.
Comparison of new vs. old design (2)

Q15 ...and please rate the new industries page on the following aspects... Base: 277-282 (all answering)

<table>
<thead>
<tr>
<th>Aspect</th>
<th>Much better</th>
<th>Little better</th>
</tr>
</thead>
<tbody>
<tr>
<td>OVERALL COMPARISON</td>
<td>42%</td>
<td>46%</td>
</tr>
<tr>
<td>Ease of finding required info.</td>
<td>46%</td>
<td>39%</td>
</tr>
<tr>
<td>Attractiveness of design &amp; appearance</td>
<td>50%</td>
<td>34%</td>
</tr>
<tr>
<td>Appropriate style for HSE</td>
<td>42%</td>
<td>35%</td>
</tr>
<tr>
<td>Appropriate tone and language</td>
<td>39%</td>
<td>38%</td>
</tr>
</tbody>
</table>

Ease of finding information and attractiveness scored most highly (as with the new Statistics homepage). Appropriate style and appropriate tone and language scored significantly lower however this is possibly due to the fact that these aspects are harder to answer.
First impressions of industry page – Overall a positive response

Q16 Please tell us a bit more about what your first impressions were of this page. (e.g. things you liked, disliked, would improve or add)

Comments were focussed around the improved presentation:

- Really liked the more visual approach taken. Existing statistics page was quite dull.
- The usage of charts & pictorial presentations with language makes clearer.
- Very eye catching and easy to read.
- It was much better than before. I really like the presentation page and everything is more easier to find.
- The proposed design is far better than the existing page. The information is presented more clearly and the links should mean it is easier to access key information, that is more clearly presented.
- Nothing to dislike easily accessible and understandable.
- Appears clearer.
- Easier on the eye.
The initial response to the new industries page overall was very positive with the use of images and charts proving to be a popular addition.

Some respondents mentioned that the pictures looked nice but didn’t really have any relevance to the heading they were next to...

= Injuries?
= Ill health?
= Working days lost?
The break down of each industry into Injuries, Ill health and Working days lost was thought to be very good and an appropriate way of categorising information.

For those that noticed the development of the navigation menu down, it was thought that the expanding tree type index was a very good and helpful addition.
The ability to break down information by industry was considered a good feature.

However, some mentioned that industries could be further broken down into sub industries.

For example, Manufacturing could be broken down into:
- Automotive
- Pharmaceutical
- Electronics
- Etc.

Hopefully it will also allow you to search in more depth within these categories, e.g. not just manufacturing but the industries within that sector.

Could you please improve on the categorization of the various industries, such as keeping Hotels, Restaurants, and Cafes in one section; while Contractual Catering in another section.
The new injuries page was considered much better. Combined with the new industries page, it is better way of conveying information compared to the current industries page.

However, it was thought to be text heavy. It was hard to pick out information. Some suggestions were:

- More charts
- Highlight key figures in different colours

Notes on why things have occurred would be helpful.
The content seemed relevant. However, the information is focussed around what has happened with no real coverage as to why.
The presentation of graphs was considered a big improvement. In particular the ability to export the table into Excel.

People would like to know what caused peaks like this so they can prevent it happening in their own workplaces.

An option to have the data in a CSV format would also be helpful.
The New Search Tool

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Overall Opinion of New Search Tool Design

Q17 What is your overall opinion of the design of the new search tool page?  

Base: 201 (all answering)

The search tool scored the highest out of all the new features and was most popular amongst repeat visitors. 77% of repeat visitors rated the new search tool Excellent/Very good which is significantly higher than the ratings given by first time visitors (62%).
New search tool ratings

Q19 ...and please rate the new search tool design on the following aspects...  
Base: 189-192 (all answering)

<table>
<thead>
<tr>
<th>Aspect</th>
<th>Excellent</th>
<th>Very Good</th>
<th>Overall</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall Opinion</td>
<td>27%</td>
<td>47%</td>
<td>74%</td>
</tr>
<tr>
<td>Appropriate style for HSE</td>
<td>22%</td>
<td>39%</td>
<td>69%</td>
</tr>
<tr>
<td>Attractiveness of design &amp; appearance</td>
<td>23%</td>
<td>44%</td>
<td>67%</td>
</tr>
<tr>
<td>The number of search criteria</td>
<td>17%</td>
<td>46%</td>
<td>63%</td>
</tr>
</tbody>
</table>

The ratings for the search tool on individual aspects were all high although the number of search criteria is significantly lower than the other aspects. This shows the desire from visitors to be even more specific with their search.
First impressions of new search tool design –
Overall a positive response

Q18 Please tell us a bit more about what your first impressions were of this page. (e.g. things you liked, disliked, would improve or add)

The new search tool is perceived as a much better and easier way of finding information:

- The slide bar for dates looks fantastic. Much clearer and more simple design.
- Liked that you can define year range of interest as my principle interest is in national epidemiology.
- Design offers improved search facilities to enable quick access to specific information.
- A far better user friendly way to navigate round.
- If this helps to filter on multiple dimensions, it will be really useful.
- Will be a big plus and mean better self-service.
- Definitely more user friendly.
- Easily readable, logically segregated, easy to use.
- That would be really helpful and timesaving.
Teledepth feedback – The new search tool design

The new search tool received the most positive feedback. It was considered...
- very well laid out
- an easy to use tool.

Feedback focussed mainly on the new search tool saving them time. Searching on the current site is...
- time consuming
- a little ambiguous

It was mentioned again that the industries could be broken down further for search purposes.

It was also mentioned that there could be more explanation about the type of words that should go in the search box.
Conclusions/Recommendations

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Conclusions

The new designs for the HSE Statistics site are without doubt improvements from their equivalents on the existing site.

The new homepage was considered a definite improvement mainly due to...
- The new regional breakdown
- The link to the new search tool

However,
- The page still looks cluttered
- The amount of information can be overwhelming for new visitors

The new industries page has also been improved. Mainly due to...
- The addition of images
- The well laid out page
- The ideal categorisation - Injuries, Ill health & working days lost

However,
- The images could be made relevant to their subject matter
Conclusions

The new injuries page. The most improved aspects were...
- The graphical presentation - much clearer
- The exporting functions

However, the page was considered...
- Text heavy - difficult to digest quickly

The new search tool was the most popular new feature. This is due to it...
- Being a very good time saving tool
- Improving accessibility of information

Range and depth of information key to driving people to the site.
- Improvements to the site have only altered the way visitors access it.
Recommendations – The homepage

1. As much as possible keep updating the site with interesting information to avoid sections of the page becoming background blur.

2. Consider introducing RSS feeds for latest publications.

3. Have an area on the site for new users which outlines the different ways of finding information:
   - Use the search tool
   - Navigate through the menu on the LHS
   - Sign up for e-bulletin
   - Browse by region
   - etc.
4. If possible break down the industries into sub industries to allow more specific searching. This also applies to injuries (i.e. break down into types of injuries).

5. Make the pictures more relevant to what they are representing...

- Injuries?
- Ill health?
- Working days lost?
6. Use consistent terms for statistics
   - “53% or 5/10 or half - don’t mix them”

7. Break up the text with more graphs

8. Break up the text by highlighting key figures in **bold** or in a different **colour**

9. Include some explanation of the events occurring in the graph to help people prevent future injuries

10. Allow data to be downloaded in CSV format to increase usability.
11. If possible reduce the number of search boxes to avoid confusion. This also applies to the other pages.

12. Include further sub categories in search criteria.

13. Include a link to a guide or some tips on ‘keyword searching’ to help visitors get the most out of the search tool.
Thank You!