



# Department of Health

24/09/2014

DE00000884573

Dear Mr/Ms Todd,

Thank you for your request of 3 September 2014 under the Freedom of Information Act (2000). Your exact request was:

*“1. How many unique visitors came to the talktofrank.com website during each year since its launch and in total since it launched?”*

*2. How many phonecalls were made to the talktofrank support line during each year since its launch and in total since it launched?”*

*3. How many non-spam emails were i) sent to the email address Frank@talktofrank.com and ii) replied to from the email address Frank@talktofrank.com during each year since its launch and in total since it launched?”*

I can confirm that the Department holds information relevant to your request.

This information is presented in the following table.

Year	Unique Visitors to <a href="http://www.talktofrank.com">www.talktofrank.com</a>	Number of phone calls received by the FRANK helpline	Number of non-spam emails to <a href="mailto:Frank@talktofrank.com">Frank@talktofrank.com</a>	Number of non-spam emails to <a href="mailto:Frank@talktofrank.com">Frank@talktofrank.com</a> which were replied to
2003/04	657,289	387,228	n/a	n/a
2004/05	1,188,375	458,820	n/a	n/a
2005/06	2,017,640	500,797	n/a	n/a
2006/07	3,066,130	487,918	n/a	n/a
2007/08	3,282,998	413,921	n/a	n/a
2008/09	2,749,079	341,972	22,822	22,822
2009/10	2,745,320	319,316	14,020	14,020
2010/11	2,010,120	301,909	22,782	22,782
2011/12	2,836,800*	225,892	14,634	14,634
2012/13	4,636,533*	315,409	9,121	9,121
2013/14	5,953,071*	207,943	7,533	7,533
Apr 2014 – July 2014	1,094,777*~	37,268	2,157	2,157
<b>Total</b>	<b>27,961,007</b>	<b>3,711,806</b>	<b>217,102</b>	<b>217,102</b>

\* includes data for unique visitors to FRANK's mobile site (designed for non-desktop computers, e.g. mobile phones, tablets, etc.), which started operating on 8<sup>th</sup> Dec 2011.

~ includes data for August 2014.

Please note that the FRANK service was not contactable by email for its first year of operation and that data on spam emails was not collected until 2008/09.

If you have any queries about this email, please contact me. Please remember to quote the reference number above in any future communications.

If you are dissatisfied with the handling of your request, you have the right to ask for an internal review. Internal review requests should be submitted within two months of the date of receipt of the response to your original letter and should be addressed to:

Head of the Freedom of Information Team  
Department of Health  
Room 520  
Richmond House  
79 Whitehall,  
London  
SW1A 2NS

Email: [freedomofinformation@dh.gsi.gov.uk](mailto:freedomofinformation@dh.gsi.gov.uk)

If you are not content with the outcome of your complaint, you may apply directly to the Information Commissioner (ICO) for a decision. Generally, the ICO cannot make a decision unless you have exhausted the complaints procedure provided by the Department. The ICO can be contacted at:

The Information Commissioner's Office  
Wycliffe House  
Water Lane  
Wilmslow  
Cheshire  
SK9 5AF

Yours sincerely,

Peter Camilleri

Freedom of Information Officer  
Department of Health

[freedomofinformation@dh.gsi.gov.uk](mailto:freedomofinformation@dh.gsi.gov.uk)