Portal content and policy guide

# Content for the Portal

This document is a guide for what information to put in the brand partner portal. The information that you put in the portal will appear on both the national Age UK website, and your website. So, the better your content is suited for the portal, the better the experience will be for people wishing to receive your services, attend your events and visit your shops.

Below are the recommendations for each type of content in the local directory.

## Services

A service is support offered by you, a local Age UK. It may only be available to certain people, or by referral. It may be a walk-in service, available by phone, or by appointment only. Examples include befriending; information and advice; homecare; and handyperson help.

* The name of the service
* Where and when the service is available
* How to receive the service – contact number or email, referral, booking link
* A description of the service – who is eligible, who it caters for, a brief, factual summary of the service to give users an idea of what to expect
* Service fee, where applicable
* Service availability – whether it is available those who reside outside of the catchment area
* Links to supplementary information about the service
* A photo to represent the service (that you have permission to use)
* Whether the service can accommodate people with accessibility needs
* Information that supports the quality of the service, such as awards or reputable reviews

What is not appropriate:

* Personal opinions, anecdotes about the service
* Anything intended or likely to cause offence
* Content that does not relate to the service
* Any misleading or inaccurate information about the service
* A photo that you do not have express permission to use by either the copyright holder, or the people in the photo (or their families where they cannot give consent)

## Events

An event or activity differs from a service in that it occurs at a specific time and place. This might be a one-off event, like a fundraising bake-off, or it might recur regularly, like a weekly zumba class or lunch club. People may be able to turn up or be required to book in advance.   
  
Some events may relate to a service. For example, a monthly footcare clinic, taking place at a local hospital on Thursday afternoons is an event relating to a broader service of footcare support.

* The name of the event
* Where and when the event is available – whether it recurs and how often
* How to attend the event – email, referral, booking link or contact number
* A description of the event – who is eligible, who it is targeted at, a brief, factual summary of the event to give users an idea of what to expect
* Event fee, where applicable
* Event availability – whether it is available to those who live outside the catchment area
* Links to supplementary information about the event
* A photo to represent the event (that you have permission to use)
* Whether the event can accommodate people with accessibility needs
* Information that supports the quality of the event, such as awards or reputable reviews

What is not appropriate:

* Personal opinions, anecdotes about the event
* Anything intended or likely to cause offence
* Content that does not relate to the event
* Any misleading or inaccurate information about the event
* A photo that you do not have express permission to use by either the copyright holder, or the people in the photo (or their families where they cannot give consent)

Shops

* The name of the shop – we strongly recommend you use the formula ‘Age UK/Cymru/Scotland AnyTown Shop – Any Street’ so that users can easily assume the location of the shop when browsing the directory
* Description of the shop – the goods available and any other useful information
* Whether the shop is a specialist shop (this is also good to put in the shop name. E.g. Age UK AnyTown furniture shop – X Street.) Specialisms could include books, electricals or furniture
* Whether the shop is looking for volunteers
* How accessible the shop is for users – ramp, toilets, stairs
* The shop address
* The shop opening hours
* Whether the shop accepts goods donations
* A photo of the shop (that you have permission to use)

What is not appropriate:

* Personal opinions, anecdotes about the shop
* Anything intended or likely to cause offence
* Content that does not relate to the shop
* Any misleading or inaccurate information about the shop
* A photo that you do not have express permission to use by either the copyright holder, or the people in the photo (or their families where they cannot give consent)

While some shops may also provide services, such as information and advice, we recommend listing these services separately in the local directory so they are more likely to be found by people browsing for them.

# Third party content

## Community signposts and third party events

Events can be run by you, a Local Age UK or by third parties.

Community signposts are services run by third parties only. For example, a local GP surgery might offer a home visit service or a footcare service. These are considered to be ‘community signposts’ for the portal.

For any third party content you wish to include in the local directory, we have some recommendations and criteria to ensure that people using those services and events have adequate protection.

* If the organisation is **not** one of the following, they will need to provide some business insurance information to be included in the local directory. This is to make sure they are covered in the event of an accident or similar.
  + A council or government service
  + An NHS service provider or GP surgery
  + A Citizens Advice office or branch of a national volunteering organisation (e.g. British Red Cross)
* If the third party signpost charges a fee for users, we recommend that you include at least two comparable alternatives in the local directory, where possible, so that users can choose which one to attend. For example local hairdressers or tradespeople.
* We recommend that you prioritise third parties who are part of trade or professional memberships, have a good CQC rating where appropriate and good user feedback. In future, we’ll be adding the option for users to leave ratings and reviews for events, services and signposts.

The content itself:

* The name of the signpost or event
* The name and some information about the third party organising it, including website where available
* Where and when the event or signpost is available
* How to receive the signpost service/attend the event – contact number or email, referral, booking link
* A description of the signpost/event – who is eligible, who it caters for, a brief, factual summary to give users an idea of what to expect
* If there is a fee, where applicable
* Links to supplementary information about the signpost/event
* A photo to represent the signpost/event (that you have permission to use)
* Whether the signpost/event can accommodate people with accessibility needs

What is not appropriate:

* Personal opinions, anecdotes about the signpost/event or the third party organising it
* Anything intended or likely to cause offence
* Content that does not relate to the signpost/event
* Any misleading or inaccurate information about the signpost/event
* A photo that you do not have express permission to use by either the copyright holder, or the people in the photo (or their families where they cannot give consent)

# Review of information

As the information that you enter into the portal appears on the national Age UK website, Age UK will regularly review the content in the portal to ensure that it closely aligns with the above in terms of delivering helpful and accurate information to users, and does not contain anything inappropriate or likely to put the Age UK network in disrepute.

There will be a contact email in the local directory so that users can report information that is inaccurate or inappropriate, which will help highlight content that needs updating or improvement.

Where a local Age UK has been found to have put inappropriate or poor-quality content in the portal, the following procedure will apply:

* Age UK will issue up to three warnings to a Brand Partner where it is found to have added inappropriate or poor-quality content
* Age UK will provide training after the first warning to improve future content
* After four incidents of inappropriate content, Age UK will revoke or suspend the Brand Partner’s user access to the Brand Partner Portal

Updating information

Just like any website, the information in the local directory will need revisiting as time goes on. Please check and update your content regularly to ensure it remains accurate and helpful to users.

We suggest you design a system and processes that will make the updating of the information on your directory sustainable.

Here are some ideas that you came up with in your applications:

* Set regular dates for checking different categories of information – some categories may change more regularly than others – and diarise a check of **all** the content.
* Establish processes within the whole organisation for alerting the relevant team of any changes they become aware of – use an email address that more than one person can access so that the updating is not dependent on one individual.
* Streamline these processes as much as possible – build a step of informing whoever is responsible for the Directory into existing processes.
* Give one role the responsibility for ensuring that information is kept up to date, but ensure that they are not the only person responsible for doing the updating.
* Build in regular random checks.
* Agree a process for signing off any changes to be made to the Directory.
* Check local newspapers and online community forums for new services and activities to include and any changes to existing entries
* Build processes for updating the Directory into the organisation’s existing quality assurance systems.
* Ensure there are documented procedures in place for maintaining the content of the Directory so that new members of staff can easily pick up the responsibility.