

StartHere 'signposting' content

The StartHere product is modular, with each module made up of three components, structured as follows:

- basic information about health, housing, education and social issues
- contact details and a summary of services for national organisations
- contact details and a summary of services for local organisations.

Modules are accessed through navigation appropriate to each display platform e.g. intuitive for touchscreen kiosk and digital TV, and searchable for the web version.

The aim of StartHere is to signpost users to available help and support – locally and nationally. We therefore do not cover topics that do not have national support organisations.

All the information is researched and written by in-house editors. The basic information about health, housing, education and social issues is checked and approved by external experts, who keep us informed of national policy or legislative developments.

The contact details for national organisations and summary of their services are checked with each organisation.

The local organisations are researched from existing and publicly available information sources. Some local authority licence holders have given our editors access to their local data sets, although this is not a requirement of the contract.

Level of localisation

The aim is to provide a wide enough selection of organisations for people to find out where they can get the help they need. StartHere is a continually developing service and additional local organisations will always be considered for inclusion in the next update, provided they fit within the criteria.

StartHere does not list individual schools, childminders, lawyers, doctors, pharmacies etc., as invariably the user will need the advice of an intermediary on which organisation is available to them. Similarly, registered social landlords or housing associations are not listed. However StartHere does tell people where they can obtain this information.

StartHere aims to link to other organisations' information systems where organisations have content that is suitable for the kiosk and/or digital TV platforms.

Editorial Policy

StartHere has an editorial policy regarding which organisations are included in the system or not. This policy is based on factors that create a service which:

- is accessible and makes sense to the end user
- can realistically be delivered consistently across the UK
- acts as an effective entry-point into other information sources.

The basic rules are:

An organisation will be included if it:

- is appropriate to the subject areas covered by StartHere
- provides direct services to users (services can include information, support or advice)
- is statutory, voluntary or not for profit.

An organisation will not be included if it:

- sells services for a profit
- provides services to professionals only
- exists to campaign for a cause (e.g. political or religious)
- only provides services to users after referral from another agency.

where to turn when you don't know where to turn