

# Edinburgh Choices

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*Guidelines for adding and editing records*

<http://www.edinburgh.gov.uk/edinburghchoices/>

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## Getting started

### Register with our website

To add and edit records in Edinburgh Choices, you need to have an account on [edinburgh.gov.uk](http://edinburgh.gov.uk).

At the top of the homepage / right hand side of every subpage, you will see a button “Service providers”. Click on the link and it will provide you with instructions on how to sign in / register or to submit a new record.

To register, enter and confirm your email address, and create a password for your account.

Enter your name and contact information.

Click “Register Now”.

### Edinburgh Choices

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[Advanced search](#)

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[Favourites](#)

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[Service providers](#)

### Log in to your account

If you are not already logged in, find the “Log in” button under the “Service providers” link at the top of the homepage / right hand side of every subpage.

Enter the email and password you used to register your account, and click “Sign in”.

## Find, own and edit your record

### Find your record

Go to [www.edinburgh.gov.uk/edinburghchoices](http://www.edinburgh.gov.uk/edinburghchoices).

Search or browse the directory to find your record. If your organisation has multiple services, try searching your organisation name as a keyword to find all the services we have linked to you. If you cannot find a record for your service, skip to the skip to the [Add a record](#) section of this document.

### Own your record

When you have found your record, scroll down and click “Is this your service?” If you have not already signed in you will have to do so now.

If you own a record in the directory, we will ask you to update it every six months, or as often as the information changes. We will send you a reminder email when your changes /updates are due.

In the comments box, explain your connection with the service – if you work for them, what is your role? This will help us to make sure that the right person in each case is editing the record. We may get in touch with you or the service directly if we have more questions.

Click “Submit” to send your ownership request to us. We will look at it as soon as possible and approve or reject it as appropriate – if we reject your request we will explain why. We aim to respond to all requests and submissions within 5 working days.

You will receive an email to notify you that we have approved or rejected your request.

At any time we may choose to change ownership of the record to someone else – sometimes groups of records may be maintained by an umbrella body, rather than by individual organisations. If this is the case, we will notify you and explain our decision.

## Edit your record

Once your ownership request has been approved, return to your record in Edinburgh Choices. You can click on the link in the email we sent you, or you can search the directory as [above](#). You will see that the “Is this your service?” link has disappeared, and you now have the option to “Edit your record”.

Click the link to edit your record. Follow the advice and guidelines given [below](#), and then submit your record to us. We will review your changes and approve or reject your submission. We may edit your changes before approval, or we may suggest changes you should make if we reject it.

You will receive an email to let you know that we have approved or rejected your record, which will include a link to the record. If we have approved changes, please click this link and check that all the information is correct and is displaying properly. If there are any further changes or comments, you can submit further edits, or you can email us directly with your query.

## Add a record

If we don't have a record that describes your service, or one of the services you offer, you can add a new record to the directory. If we think we already have a record similar to the one you submit, we will let you know so that you can own and edit that record instead. At the bottom of every record, you will see a link to “Add record”.

If you own a record in the directory, we will ask you to update it every six months, or as often as the information changes. We will send you a reminder email when your changes/updates are due.

Click the link to add your record. Follow the advice and guidelines given [below](#), and then submit your record to us. We will review your full submission, and may make changes to it before we approve. We may also reject your submission, with suggestions for improvements, or because your service does not fit the scope of Edinburgh Choices.

You will receive an email to let you know that we have approved or reject your record. If we have approved it, please click on the link in your email and check that everything is correct and is displaying properly. If there are any further changes or comments, you can submit further edits, or your can email us directly with your query.

## Content guidelines

When filling out the form to add or edit a record, please follow these guidelines so that your record meets the standards for our directory. If your submission does not follow these guidelines, we may ask you to make further changes before we can approve it, so please make sure you read them carefully.

### Record title

This field should contain your service's name in its most common form. The provider's name does not need to be included if different from the service name. If your organisation provides services in multiple locations under the same service name, and you have chosen to create multiple records to reflect this, make sure to distinguish them in the service name.

- ” EVOC
- ” Number 6 One Stop Shop
- ” Number 6 Outreach
- ” Alcohol Referral Team – North
- ” Alcohol Referral Team – South

### Description

You should describe as simply as possible what your service has to offer. This section is the most important part of your record, and can be one of the hardest to get right.

When writing you should start with a single sentence summing up what you do, as only this sentence will appear in search results. The search will only display around 200 characters or less, so it is better to keep this brief. You can then go on to explain the details of your service as needed, in around 150 words.

You should keep your sentences short, and try not to use long words and difficult language. Talk directly to your customers, referring to them as “you” and the service as “we”. Focus on the customer and their needs when you are writing.

When we review your submitted record, we will test how easy it is to read using the Gunning Fog Index. This measures the number of long words and the length of your sentences. The score indicates how many years of full time education a person would need to be able to read and understand your text. If your score is 11 or higher, we will suggest that you re-write your description. Ideally you should aim for a score below 10. You can test your own Gunning Fog Index score at [gunning-fog-index.com](http://gunning-fog-index.com)

### Days and times

This section should only be used for opening hours of the office or helpline, not for specific activities. If your hours change frequently, you can choose to leave this section blank. Otherwise, you should format your days and times in one of the following ways:

- ” Monday - Friday, 9am - 5pm.
- ” Monday - Wednesday, 9am - 1pm. Friday, 9am - 12noon.

## Support for

This section will correspond to the filters in the directory. Customers will use these filters to narrow down their search results and find services which are most appropriate to them.

If you provide support to specific groups which are not listed, please make sure that the key words related to that group (e.g. complex needs, brain injury, multiple sclerosis, etc) are included in your description section, so that people can find you when they search these words. You can also include your specific eligibility criteria in this section.

Include all filters which apply, from both lists. Please only select filters for conditions or groups where you provide specific, specialised support for that group.

Choose your filters from the following lists. Copy and paste the text into the form.

People with alcohol or drug problems
People with autism
People with dementia or memory loss
People with HIV or Hep C
People with a learning disability
People with long term conditions
People with mental health conditions
People with neurological conditions
People with a physical disability
People with a sensory impairment

Children under 16
Young people 16 - 25
People aged 16 - 64
People 65 or over
Carers or parents
Black / ethnic minorities

## Accessibility

This should be a very brief description of the accessibility arrangements for your service. You must cover physical access. You can also include information on communication support if you provide any. You do not need to write in full sentences.

- ” Wheelchair accessible. Hearing loop available.
- ” Stair lift – wheelchair users must transfer.
- ” BSL support available.
- ” Wheelchair accessible. Support available in a variety of languages.

## What to do next

Use this section to explain briefly how a person should usually access your service – can they phone up themselves, or do they need a GP or social worker to refer them? Do they need a social work assessment for funding? Can they use their Direct Payment or can they fund their own place? Is the service free?

Write in short sentences, telling the customer what their first step should be. Focus on the main way that you would like people to get in touch. If they need further options they should be able to find out about these easily on your website.

If the service user needs to fill in a form or find information from a different web page, please paste the whole web address in to the box – we will format it for you. If you are not sure how to use this field, please get in touch.

- ” Ask your GP for a referral.
- ” Contact Social Care Direct for an assessment, or ask your social worker for a referral.
- ” Contact Social Care Direct for an assessment, or ask your social worker. Contact us directly if you already receive a direct payment.
- ” Call ahead or just come along to one of our meetings. There is a £2 charge if you join us for lunch.
- ” Drop in while the café is open, or call us to find out more information.
- ” Contact us to arrange your first visit. Our service is free for everyone.
- ” Fill in the referral form on our website to find out if we can offer you a place.

### Provided by

Put the name of the service provider here. If the service and provider have the same name, leave this blank.

### Address

Put your full address, except the post code, on a single line. If your service operates in more than one location, please contact the directory administrator for advice.

- ” 4 East Market Street, Edinburgh
- ” Norton Park, 57 Albion Road, Edinburgh

### Postcode

This should be the postcode relating to the address given above.

### Phone

This should be a general, team or helpline phone number for the service. Put spaces in the number as usual for your area, or to make it easy to remember.

### Email

Use a generic email address which is checked regularly. We are not able to publish personal email addresses on our website, so it must be a generic address.

### Website

Copy and paste the link to your website in this field.

### Other information

If you are registered with the Care Inspectorate, you will need to include a link to your record on their website so that customers can look up your grades and reports.

If you have information on Join In Edinburgh, Your Edinburgh or Shared Care Scotland, please paste links in for these as well. We will format them for you so they display neatly.

[Care Inspectorate](http://www.scswis.com) – In a new tab / window, go to [www.scswis.com](http://www.scswis.com). From the menu “Using & choosing services”, select “Find a care service / Look for a report”. Then use the search tool on the right hand side to find your service. Copy and paste the whole link into the “other information” field.

[Join In Edinburgh](http://www.joininedinburgh.org) – Go to [www.joininedinburgh.org](http://www.joininedinburgh.org). Use the search function to find one of your activities. Click on the activity in the search results to open up the record. At the bottom, click on the link which says “View all activities at this venue.” This will take you to a page specifically about your organisation and all its activities. Copy and paste the link to your service into the “other information” field.

[Your Edinburgh](http://www.youredinburgh.info) – Go to [www.youredinburgh.info](http://www.youredinburgh.info). Use the search function to find your service. Copy and paste the link to your service into the “other information” field.

[Shared Care Scotland](#) - use the search tool on the right hand side to find your record. Copy and paste the link to your service into the “other information” field.

## Area served

You can select any or all of North east, North west, South east and South west, or City wide. If you select City wide then you will appear in search records for all areas.

## Location

Type your postcode into the box and click “Search”. This will create a map pin point for your service, so that your record will display a map.

## Comments

If you are creating a new record, please let us know which categories your service should be in. We have a wide range of categories and sub-categories, so please make sure you browse around to see all the options. We can make suggestions if you are not sure.

If you have any details to add that did not fit into one of the other fields, please put that information here. We will review it and decide where it should fit in.

## Contact

If you have any questions or queries about Edinburgh Choices or your records, please get in touch. We can offer you support with writing and editing your records if you need it.

Email: [edinburgh.choices@edinburgh.gov.uk](mailto:edinburgh.choices@edinburgh.gov.uk)

Phone: If you would like to speak over the phone, that’s no problem at all. Please email to suggest a suitable time.

Post: We do not accept leaflets or record submissions by post. If you need support to look at the directory online or to send us an email, please contact your local library.