



Brand Partner Portal Webinar

Network Infrastructure Programme

6 July 2021

AGENDA

- Introduction to the Brand Partner Portal
 - Current status of the websites
 - Outcome - Integrated websites
 - The Tool - Portal
 - Rollout process
 - Portal accounts and logins
 - Resources and support available
 - Next Steps
 - Q&A
- 

Housekeeping

- We will keep you on mute unless asking a question – due to numbers.
- Questions in the chat during or verbally at the end, please use the hands up function in Teams.
- We will try and answer all your questions in the session, if we can't we will answer afterwards in writing.
- This is intended to be a briefing on the Portal. There will be further opportunity to discuss detail in more interactive webinars in July and August.
- The session is being recorded.



Introduction to the Brand Partner Portal

The Brand Partner Portal is a new way of portraying local services on both national and local websites, improving flow through from national to local websites and ultimately numbers of people accessing local services. This rollout aims to:

- Improve a users journey across network websites.
 - Provide easily accessible information on services and events online.
 - Reduce volume of calls to Advice Line and local I&A services about available services.
 - Increase traffic to local sites (capitalising on Age UK's search position), and ultimately use of local services.
- 

Introduction to the Brand Partner Portal

The Portal already supports I&A Integration and through this project will also support website services content, and some element of organisational data.

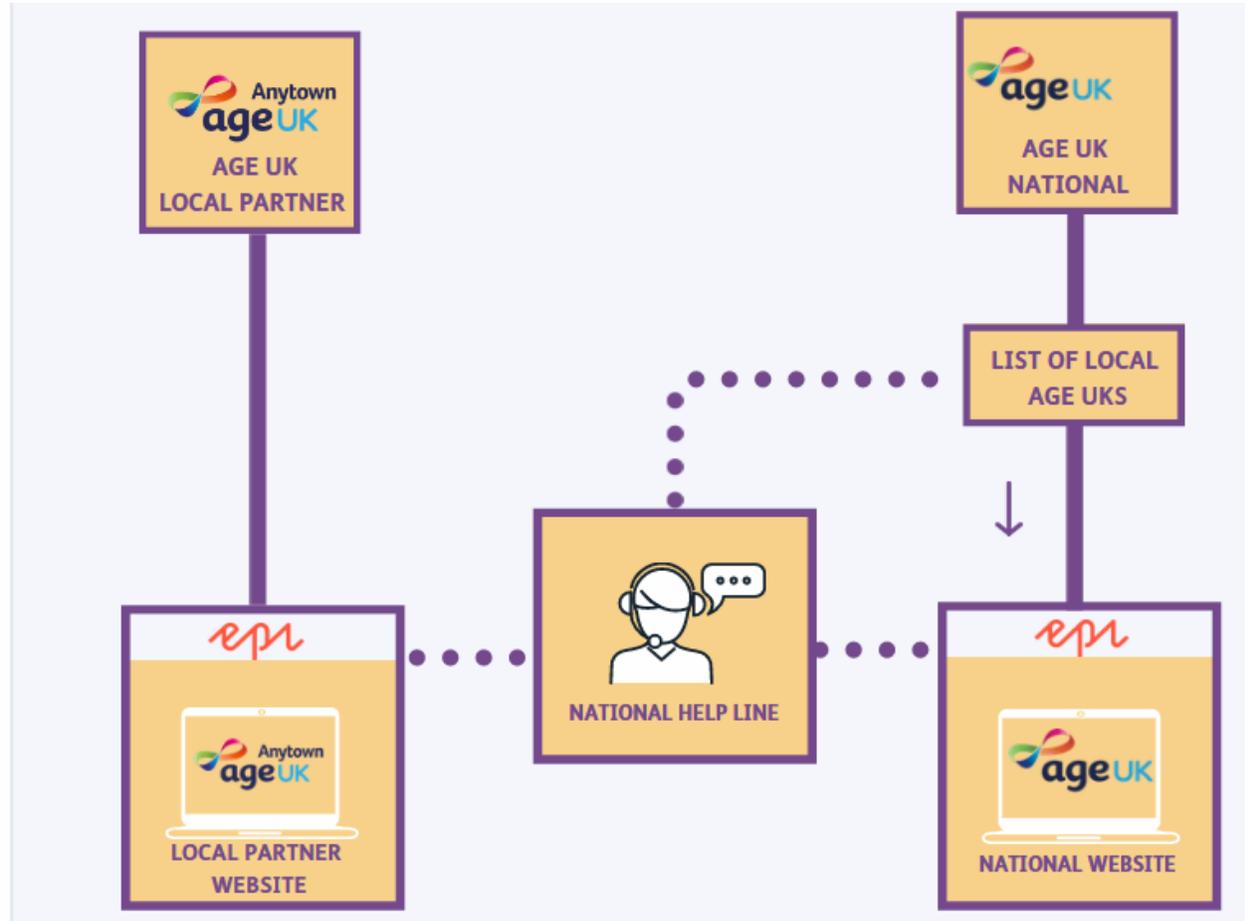
Moving forward it will become a way for us to minimise the number of routes by which information is shared between Age UK and Partners, and ultimately across the whole network.

We will be putting in place reporting mechanisms that enable you to track traffic from national to local sites.

We plan to make the database on services available and searchable for everyone in the network, enabling you to see what services are delivered by who, and where.



Current status of the websites



Current Status of the websites (2)

The image shows a screenshot of a CMS dashboard for 'Anytown ageUK'. The dashboard includes a top navigation bar with 'Dashboard', 'CMS', and 'Add-ons'. Below this is a sidebar menu with various categories like 'Our services', 'Information and a...', 'Footcare', 'Activities and events', 'Get involved', 'About us', 'Room Hire', 'Buy products', and 'Shops'. The main content area displays the website's front-end layout, featuring the 'Anytown ageUK' logo, a 'Please Donate' button, and a grid of seven service categories: 'Our services', 'Activities and events', 'Get involved', 'About us', 'Room Hire', 'Buy products', and 'Shops'. A large image of an elderly person sitting in a chair is also visible. On the right side, there is a 'Blocks' panel with a search bar and a list of content blocks for different locations like 'Ashford', 'Barnet', 'Barnsley', etc. Orange arrows originate from the sidebar menu and point to a zoomed-in view of the website's navigation menu at the bottom of the image. This zoomed-in view shows the 'Anytown ageUK' logo, a search bar, a 'Please Donate' button, and the same grid of seven service categories as seen in the main dashboard view.

Current status of the websites (3)

Web traffic 2020
National traffic

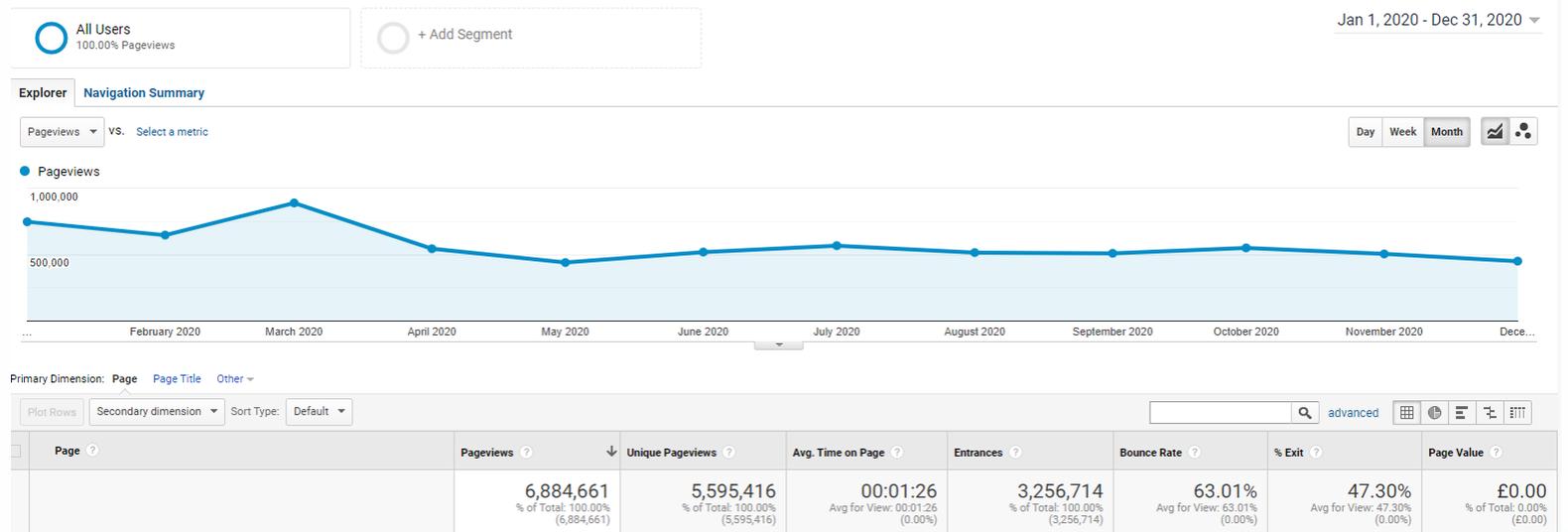
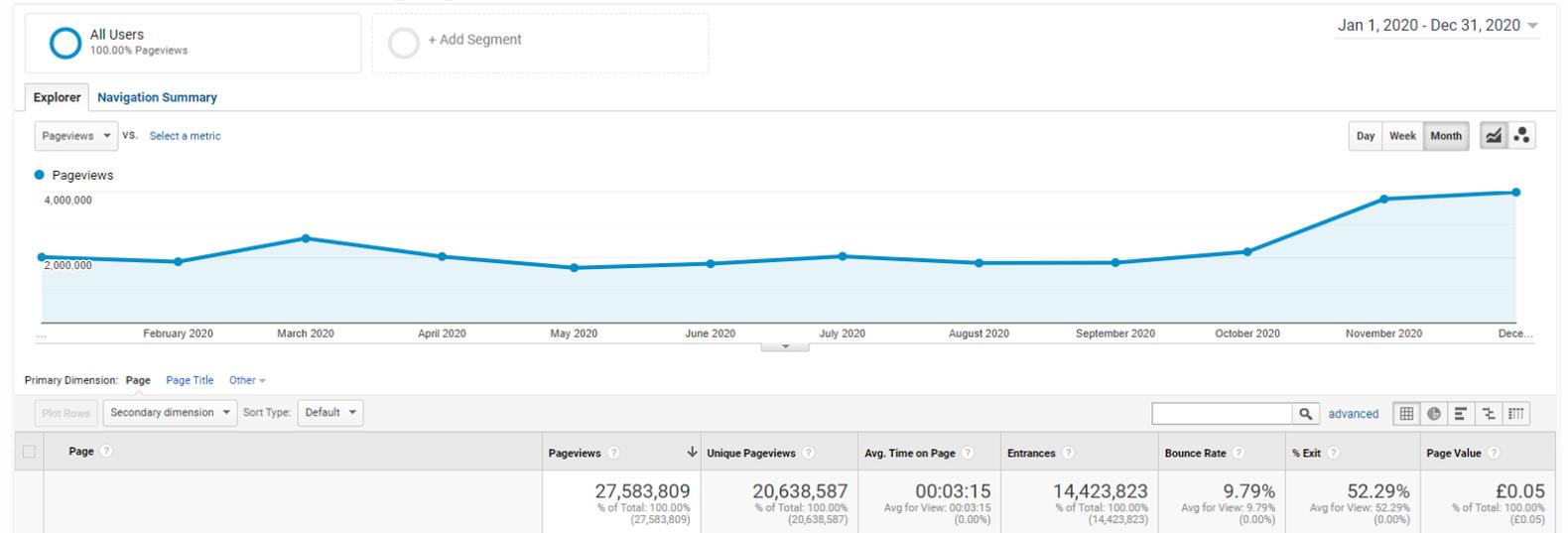
Pageviews
27,583,809
Unique Pageviews
20,638,587

Average 2.2 million month

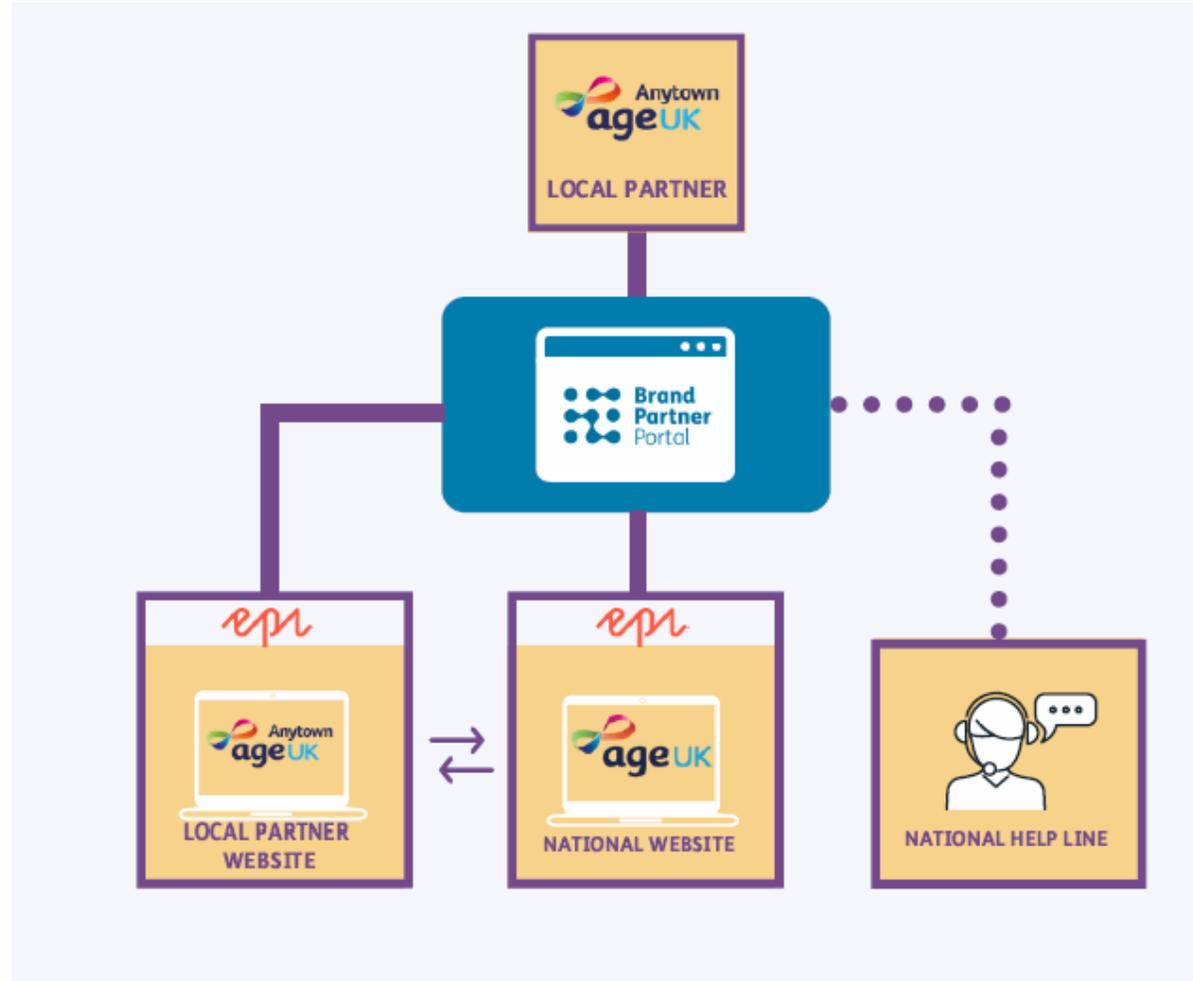
Combined local traffic (130 apx)

Pageviews
6,884,661
Unique Pageviews
5,595,416

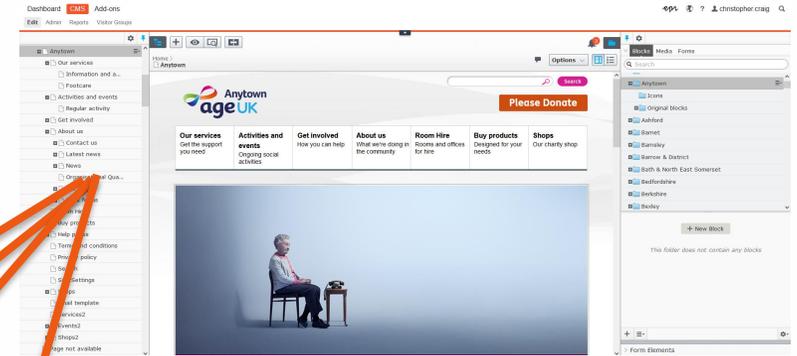
Average 4.3k per partner per month



Outcome - Integrated websites



Outcome - Integrated websites



Home > My Portal

My Portal

Our Organisation Info Portal summary, main office contact, address details, staff information and our quality information	Our Locations Sub office venues where our services and events take place	Our Shops Add or modify your Shop details here
Services We Deliver Support we offer by appointment or request basis. E.g. i&A, handyman services	Our Community Signposts Helpful local services run by third parties. E.g. A Council service, an NHS provider	Our Events & Activities Events/activities that occur at a set time and place – run by us or third parties. E.g. Lunch clubs



Outcome - Integrated websites

Home > My Portal

My Portal

Our Organisation Info

Portal summary, main office contact, address details, staff information and our quality information

Our Locations

Sub offices and venues where our services and events take place

Our Shops

Add or modify your Shop details here

Services We Deliver

Support we offer by appointment or request basis. E.g. I&A, handyman services

Our Community Signposts

Helpful local services run by third parties. E.g. A Council service, an NHS provider

Our Events & Activities

Events/activities that occur at a set time and place – run by us or third parties. E.g. Lunch clubs



The Tool – the Portal

There are several main components to the Portal:

- Organisational Information
- Services
- Events
- Community Signposts
- Shops
- Locations

Each of these make up the content that goes from the Portal to the Website.



Organisational Information

Organisation Name * Local Age UK - Holborn	CEO Name —
Website Address —	Do you want to update your CEO name? * No <input type="radio"/> Yes <input type="radio"/>
Postcode * —	Number of Staff <input type="text" value="150"/>
Main Address	Number of Volunteers <input type="text" value="20"/>
	Are you a Trading Alliance Member? * No <input type="radio"/> Yes <input type="radio"/>
Contact email address	
General Email <input type="text" value="email@test.co.uk"/>	
Volunteer enquiry email <input type="text" value="testvolunteer@test.org.uk"/>	
Integration email address <input type="text" value="integration@test.com"/>	
Contact telephone number	
Main Number * <input type="text" value="07877777779"/>	<input type="text" value="15"/> of 41 <input type="text" value=""/>

Note that not all organisational information will appear on the website. Some will be for internal Age UK use.

Over time, we expect to potentially expand this to include other information you currently email Age UK to provide. Chair details for example.

Locations & Shops

New Location

Name of Location *
Local Age UK - Holborn -

Postcode *
Contact Telephone Number *

Address
Formatted Telephone Number

Contact Email Address
Website Address

Site Visibility *
 Public walk-in Private office Appointment only Outreach location
The type of locations is used to determine whether this will be listed or not on the Age UK website.

Opening Times *

Organisation Type *
Local Age UK
Location
Local Age UK - Holborn

Create

Summary

Shop Name *

Postcode *
Contact Telephone Number *

Address
Formatted Telephone Number

Contact Email Address

Does TAM operate from this shop?
 No Yes

Accepts Furniture?
 No Yes

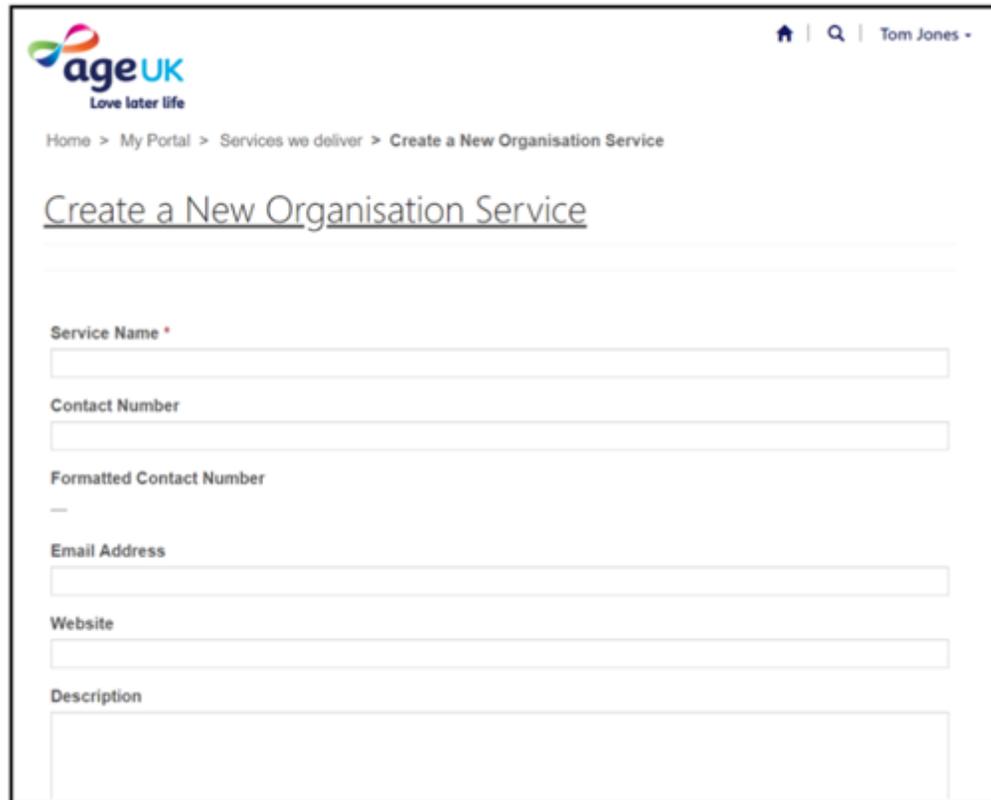
Accepts Electricals?
 No Yes

Accepts shoes/clothes?
 No Yes

Shop Description

22 of 41

Services & Events



ageUK
Love later life

Home > My Portal > Services we deliver > Create a New Organisation Service

Create a New Organisation Service

Service Name *

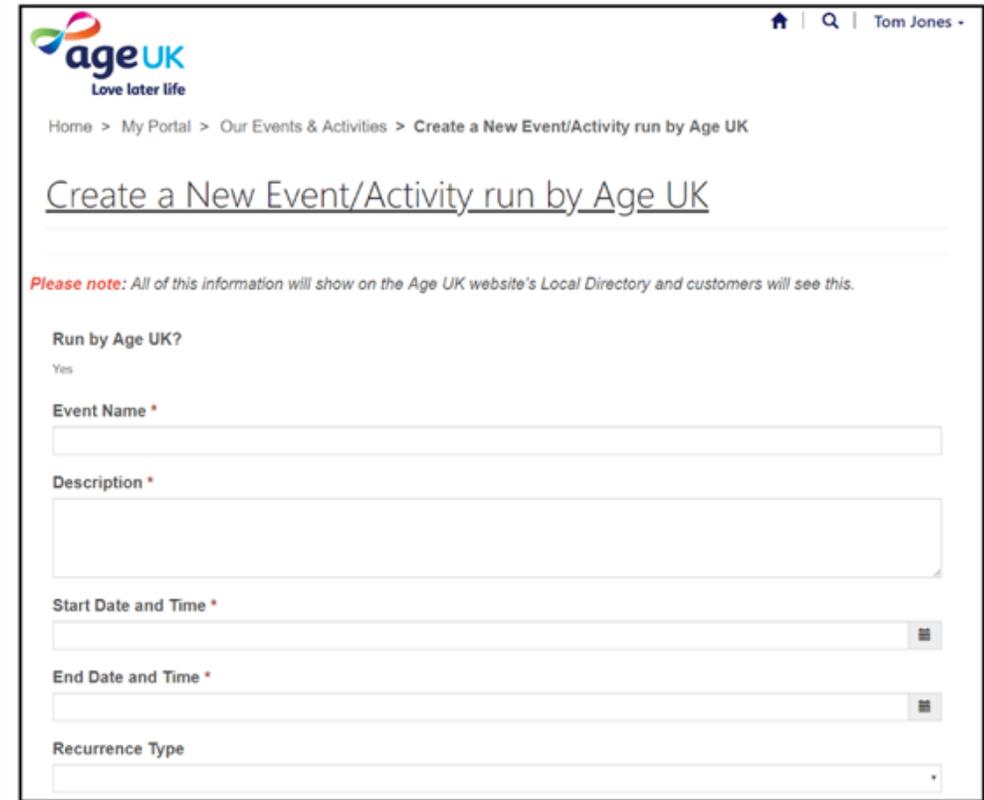
Contact Number

Formatted Contact Number

Email Address

Website

Description



ageUK
Love later life

Home > My Portal > Our Events & Activities > Create a New Event/Activity run by Age UK

Create a New Event/Activity run by Age UK

Please note: All of this information will show on the Age UK website's Local Directory and customers will see this.

Run by Age UK?
Yes

Event Name *

Description *

Start Date and Time *

End Date and Time *

Recurrence Type

Rollout Process

We will be aiming to roll the Brand Partner Portal out in a series of "sprints" through the coming year. This will ensure you can book a time that will work for you, and also ensures that you have the support needed as Age UK's resources are effectively managed.

These sprints will take place according to timelines in the table on this slide. We have left a month between each as we anticipate there may be a need to extend the sprint timelines.

Each sprint will (at a high level) involve you adding content into the portal, then support to migrate onto the appropriate templates.

Sprint	Timeline	Number of Partners
1	September to October 2021	25
2	December 2021 to January 2022	25
3	March 2022 to April 2022	25
4	June 2022 to July 2022	25



Resources and support available

- There is a team of people here to support you
 - Online guidance on how to input your information is available on the Digital Hub: <https://bp-digital-hub.ageuk.org.uk/partner-portal/>
 - Information on the Portal, upcoming webinars and future communications will be available here: <https://ageuktheloop.com/network-infrastructure-hub/brand-partner-portal/>
 - There's a dedicated email address to get support on the portal: portalaccess@ageuk.org.uk
 - We will be running regular webinars. The next one will focus more on the detail of how to input your information and how we can support you with this.
- 

Portal Accounts and logins

- Main user – This should ideally be a manager or someone of similar standing
 - How to get a login - Email your name, unique email address, role and phone number to portalaccess@ageuk.org.uk
 - Inviting other users – The main user can invite other users, this will send that person an invitation for the Portal which is valid for 5 days
 - Forgotten your password? – Use the link on the log in page
 - Portal account locked? – This happens if you enter your password incorrectly 3 times and is locked for 24 hours
 - Need help? - In the first instance login issues should be emailed to portalaccess@ageuk.org.uk, if the issue is **urgent** and you need immediate access you can call the team on **020 303 31488**
- 

Next Steps

Following this webinar these are the actions we would like you to take:

- Get a login to the Portal and arrange access for the staff who need to have access. Email portalaccess@ageuk.org.uk
 - Contact us on portalaccess@ageuk.org.uk to book a space in the rollout group you would like to be a part of throughout the year. This will be on a first come, first served basis, so please give us your first and second preference.
 - When you have your login, start putting organisational information into the portal. Guidance will be included with your login.
 - Book a space on one of the webinars running in July and August – look out for comms on this.
- 

Q & A

