

Leeds City Council

LinkAge Plus

Infostore

A comprehensive web-based information store for older people, carers, and professionals.

Infostore

Objective

To increase choice and independence for older people by providing improved information and support locally through:

- an electronic portal, accessible through;
- partner voluntary and community centres, and public access points such as libraries and by;
- training older people as information volunteers.

Activity

Infostore builds on *Older Better Leeds* – a strategy built around the 10 areas older people in Leeds identified as key to their wellbeing. Further consultation refined these into themes from which essential information can be accessed. This comes in the form of:

- documents – such as leaflets, advice pages, consultation documents and research;
- directory of organisations;
- direct links to other sites;
- regular e-newsletter.

Achievements against objectives

Infostore has gone live and has been publicly launched. Users have found it easy to access and intuitive to navigate, testament to good graphic design and well-organised content structure. Users have identified gaps in subject areas, which are either being filled through an ongoing programme of updates or in some cases it is recognised that it is more appropriate to find the information from other sources. The number of hits on the site is increasing.

Wider achievements

Good experiences of Infostore, have encouraged older people to make wider use of internet search engines.

Resources

Infostore has been developed over a 12 month period, with two full-time staff. Budget for IT development was £30K.

Key lessons learned

- It is crucial to find out what your end users want, to get the content and structure right and for them to have confidence in the product. This has to be done through partnerships to be effective. This takes time.
- Many older people are very excited and pleased to see such information available on the net. Do not underestimate the capacity of older people to learn.
- However good the IT people are, it's important not to let their view dominate. Their expertise and experience has to be matched with the expertise and experience of older people, and people who work with older people.
- A website is not enough. It is a tool which needs to be supported by a variety of networks and information providers, and creative ways of reaching diverse communities.

Further information

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or 'through 'contact us' from the site (see address below).

Related documents

To view Infostore go to www.olderpeopleleeds.info

