

## **Web Link Policy and Request Form**

This policy is to be used as a guide to approving link requests to be featured on the Crossroads Care website.

The following checklist has been put together to use when going through the process of approving link requests:

- commercial – we will not provide a link to a commercial site
- advertising – we will not provide a link to a site that carries advertising
- UK / national remit – we believe it is important to provide information to carers and those they care for throughout the country, rather than specific local information. Should you wish to provide local information, it may be best to contact your local Crossroads Care scheme.

### **CROSSROADS CARE WEBSITE LINKS POLICY**

Crossroads Care receives a large amount of requests for reciprocal links. Unfortunately we cannot help in the vast majority of cases. Please read the policy before submitting your link.

### **ENGLAND AND WALES REMIT**

At the moment our policy is that we only link to a small number of the major disability / benefits / advocacy organisations. We want to keep this group small so that carers do not have 'information overload' but can easily locate the organisation most likely to be able to help them or signpost them to the right place. Unfortunately this means we are not able to include everyone.

We have sister organisations in Scotland and Northern Ireland.

### **LOCAL ORGANISATIONS FOR CARERS**

At present we are only promoting links to organisations that cover England and Wales, rather than regional / local links. However please feel free to contact your local Crossroads Care scheme through our scheme finder facility.

### **COMMERCIAL ORGANISATIONS**

At the moment our policy is that we do not link to commercial organisations such as mobility specialists, respite care homes, homecare providers etc. We appreciate your service may be invaluable to carers but we simply do not have space or resources at present to offer links.

**Please note this policy is for guidance only and all link inclusions are at the discretion of Crossroads Care.**

## Website Link Application Form

Thank you for contacting Crossroads Care regarding having a web link featured on our website. In order to ensure we have all the relevant information can you please complete the following form and return it to me, Simon Wood – [appeals@crossroads.org.uk](mailto:appeals@crossroads.org.uk)

Your application will then be reviewed and I will be in touch regarding the possibility of having your link featured on the Crossroads Care website.

Please note we only promote websites that cater for England and Wales and also we do not promote websites that involve a fee or advertise products to purchase within the site.

Name of organisation

Organisation category (please choose from one of the following groups)

Carers' organisations	Mental health
Young carers	Learning disability
Information and advice	General disability links
Benefits	Children
Older people	Government websites for carers
Physical disabilities	Crossroads Care supporters
Sensory impairment	Wales
Cancer	Other

Website address

Provide a short description of your organisation and how it is linked to Crossroads Care's work; also please state how your site supports carers in England and Wales.

Do visitors to / members of your website have to pay a fee?

Yes / No

Does your website advertise products for carers / cared for to purchase?

Yes / No

Submitted by

E-mail address

Postal address

Contact telephone number