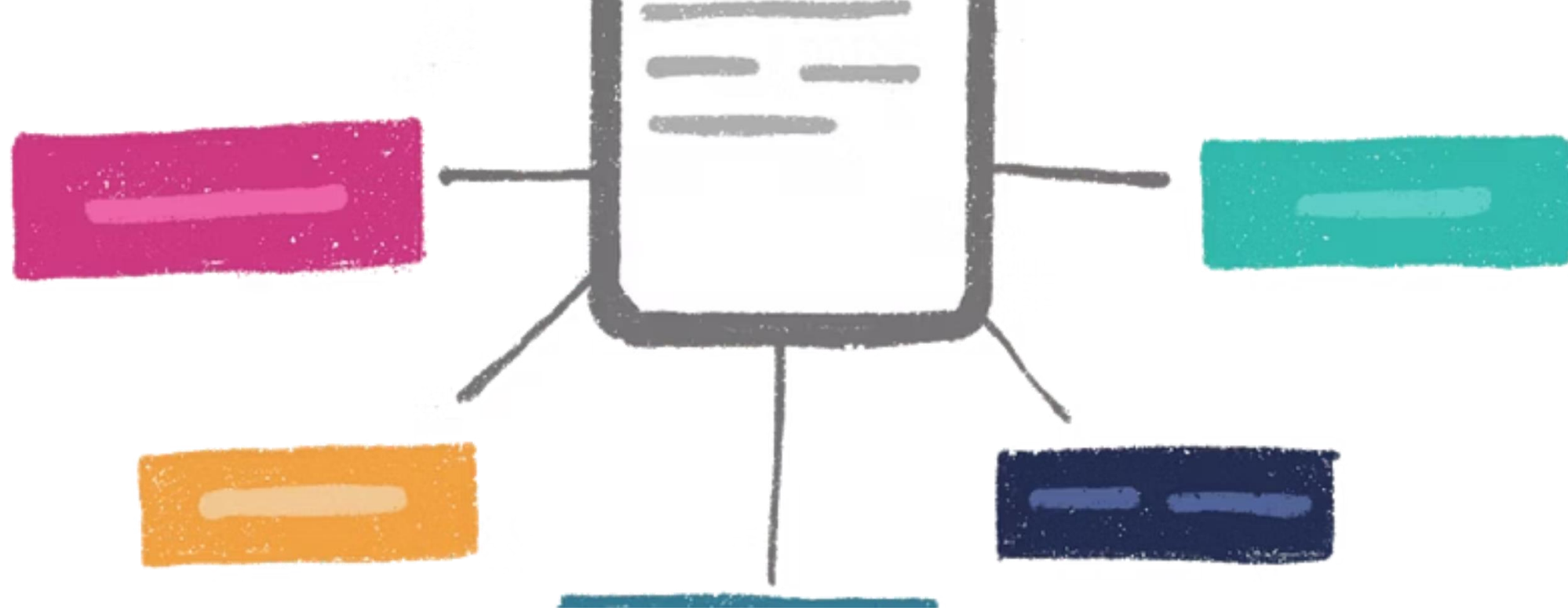




SIGNPOST

Your guide to life in the UK

**A new email service connecting those seeking sanctuary
with vital support**



What is Signpost?



Free wellbeing service

Regular emails delivering helpful information to asylum seekers and refugees in London.



For practitioners

Designed to aid frontline staff supporting those who have recently arrived in the UK.



Consistent support

Provides a steady flow of supportive information between in-person appointments.



Born from insights

01

Research conducted

March-May: Thrive LDN and Peace Collective CIC explored mental health resource access.

02

Need identified

Clear requirement for more accessible, proactive communication emerged from findings.

03

Pilot solution designed and created

Signpost developed as direct response to community needs.

A collaborative effort

Thrive LDN led this partnership, bringing together leading organisations to create meaningful change.

Doctors of the World

Healthcare expertise for vulnerable communities

Refugee Action Kingston

Frontline refugee support services

London Borough of Newham

Local authority partnership

Greater London Authority

Health and migration teams

Clarity in Marketing

Digital and email campaign expertise

The Mayor of London

Supported and funded by

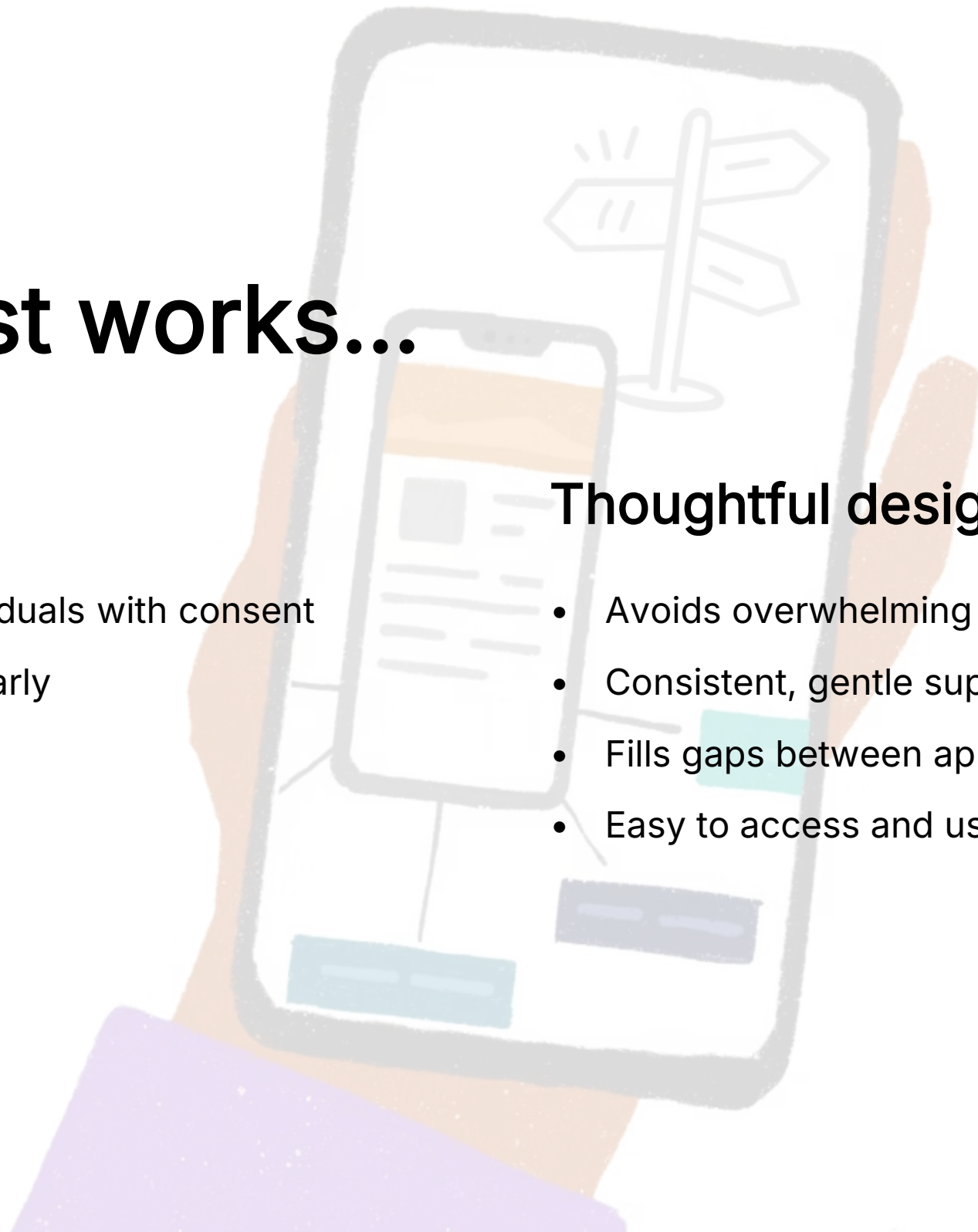
How Signpost works...

Simple process

- Practitioners subscribe individuals with consent
- Automated emails sent regularly
- Three-month sequence
- One clear message per email

Thoughtful design

- Avoids overwhelming recipients
- Consistent, gentle support
- Fills gaps between appointments
- Easy to access and use



What information does Signpost provide?



Wellbeing Support

Guidance on looking after your mental health and emotional wellbeing.



Health Services

Help navigating the UK healthcare system and accessing medical support.



Practical Skills

Essential information for daily living in the UK.



Community Connections

Links to local activities and community resources.

New Message

SIGNPOST

Your guide to life in the UK



Hi **FIRSTNAME**

Thanks for signing up.

We are really pleased you are here.

You will get regular emails from us with simple advice on where to get support with things like:

- 👉 Feeling well and staying positive
- 📄 Learning new skills
- 👉 Finding help with everyday problems

Emails will be short. Easy to read. And Helpful. Most emails and links are in English.

Useful Links

Every email ends with links to get

New Message

SIGNPOST

Your guide to life in the UK



Hi **FIRSTNAME**

Everyone in England can register with a 🏠 doctor (GP) for free. It doesn't matter what your immigration status is.

You only need to give **basic details**: your name, date of birth, and address.

You **don't need** ID, proof of address, or immigration papers.

If you don't have a permanent address, that's okay.

You can use a temporary address or the address of the GP surgery (doctor's office).



Hi **FIRSTNAME**

It is normal to feel sad, tired, or worried - especially during hard times.

You are not alone. Many people feel this way. And small things can help.

Here are six simple ideas to help you feel a little better from Doctors of the World. There is also advice on where to get support if you are finding things hard.

It is easy to read and available in several languages:

- [English](#)
- [دری \(Dari\)](#)
- [فارسی \(Farsi\)](#)
- [العربية \(Arabic\)](#)
- [اردو \(Urdu\)](#)
- [More languages](#)

Small steps can help. You can do this



Take care,
The Signpost Team

How do you feel about this email?



SOS Get help now

You don't have to face this on your own. Help is here. 🤝💙

Unwell or badly 🤒 hurt?

Ring 📞 **999** (free) and ask for an 🚑 ambulance.

In ⚠️ danger?

Ring 📞 **999** (free) and ask for the 🚔 police.

Urgent help with 😞 feelings?

Visit 111.nhs.uk or ring 📞 **111** (free).
Ring The Samaritans 📞 **116 123** (free) day or night.

Help with 🏠 housing?

Ring Shelter 📞 0808 800 4444 (free).
Open Monday to Friday, 8am–6pm.

Problems with 💰 money, safety, or ⚖️ law?

Ring Asylum Aid 📞 020 7354 9631.
Open Monday to Friday, 9am–5pm.

Need other 💛 help?

Visit praxis.org.uk/migrants-guide

Signpost was developed by the following partners:



*Clarity in Marketing



You are receiving this email because you subscribed to Signpost.

Manage your emails: [Update your details](#) or [unsubscribe](#).

Learn how we look after your data by reading our [privacy policy](#).

Our mailing address is:
Thrive LDN
c/o Transformation Partners in Health and Care
Crowndale Centre
Fourth Floor
218 Eversholt Street
London, NW1 1BD

Built-in safety and trust

Standardised footer

Every email includes consistent safety information and emergency contacts.

Urgent help links

Direct access to emergency services and mental health support lines.

Partner logos

All collaborating organisations displayed to build trust and credibility.

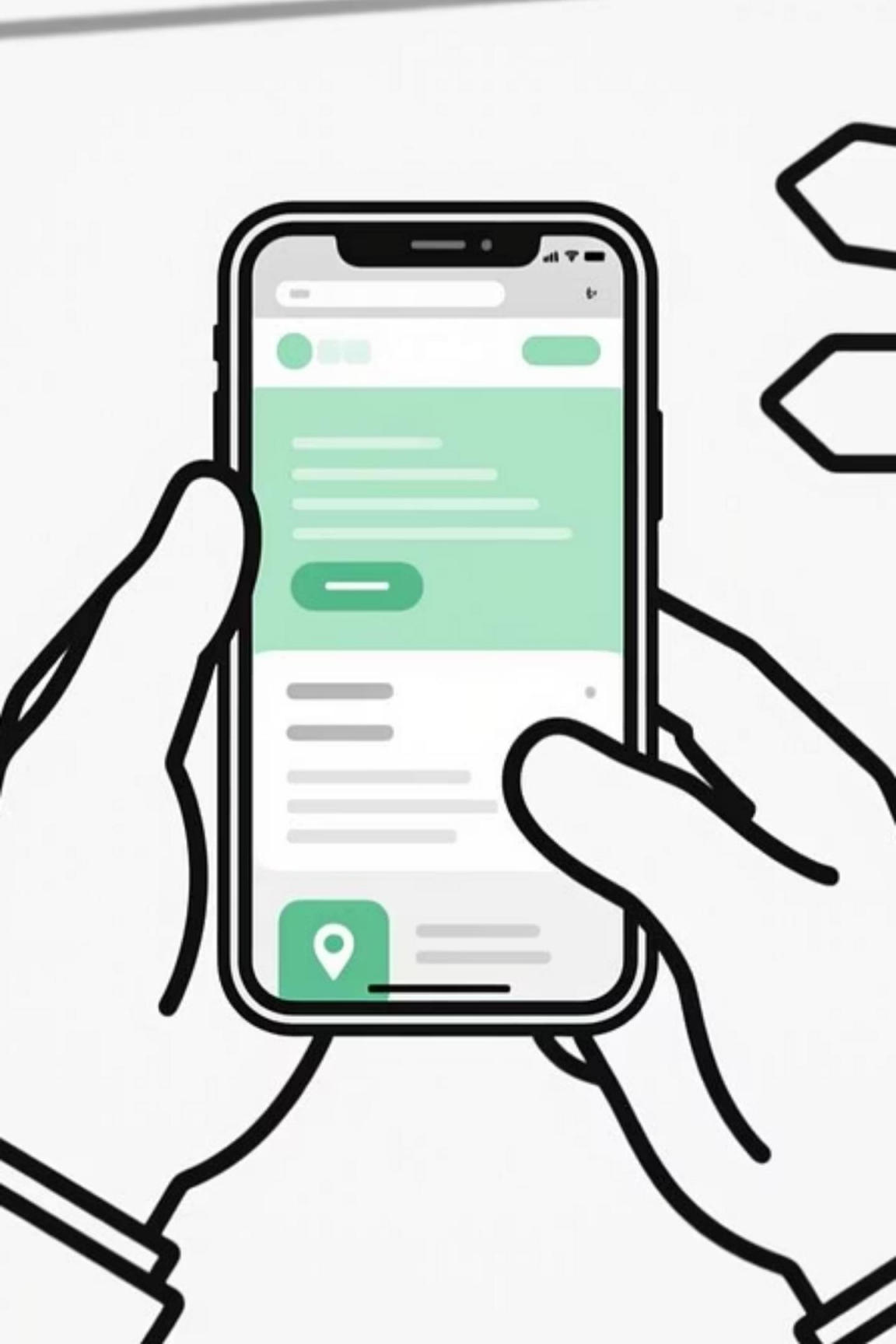


London's commitment to unity – aligning to the Loved and Wanted campaign

"Now, more than ever, we must resist the forces of division and unite to build stronger, kinder communities where we can live together in peace."

— Mayor of London, Sadiq Khan. (Guardian, Mon 13 Oct 2025)

Nobody's mental health should suffer because of who they are or where they live. Signpost puts this vision into action.



Get started with Signpost

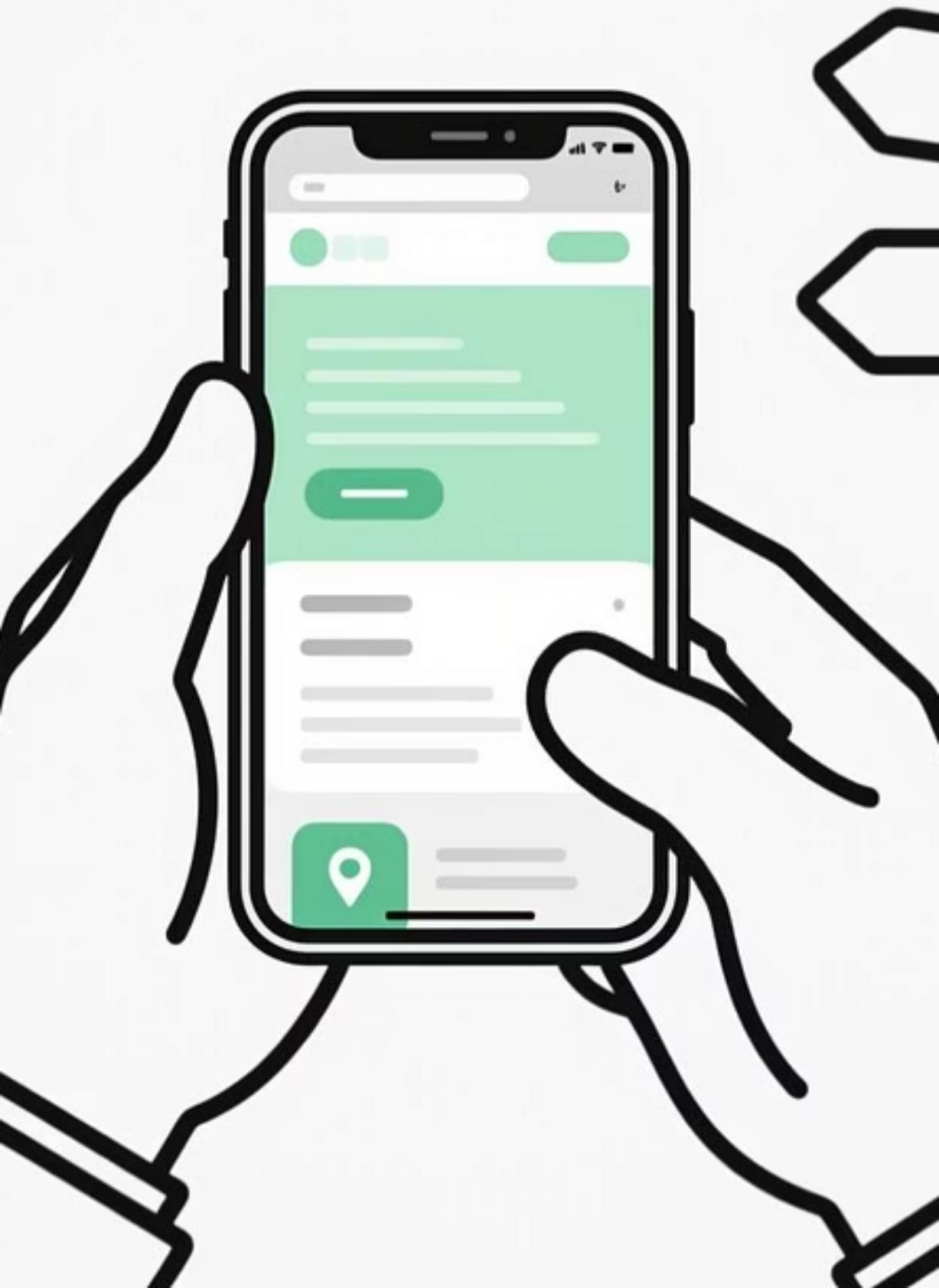
For practitioners

Visit the Signpost landing page on thrivedn.co.uk to subscribe individuals with their consent.

A London-wide resource

Share this tool with your network and help support those seeking sanctuary in London.

Learn more and start using it today: thrivedn.co.uk/signpost



Help us spread the word...

Communications toolkit

We have developed a promotional pack to support colleagues across London's local authorities, NHS trusts, and the voluntary and community sector, educators, and beyond, encourage anyone who would benefit from Signpost to sign up.

- [Download your Signpost Communications Toolkit \(Nov 2025\) \[Word Doc\]](#)
- Within the pack there are promotional assets which include [posters](#) and ['business card' size flyers](#) which you can print locally and use in community spaces or during direct appointments.