

Rutland County Council

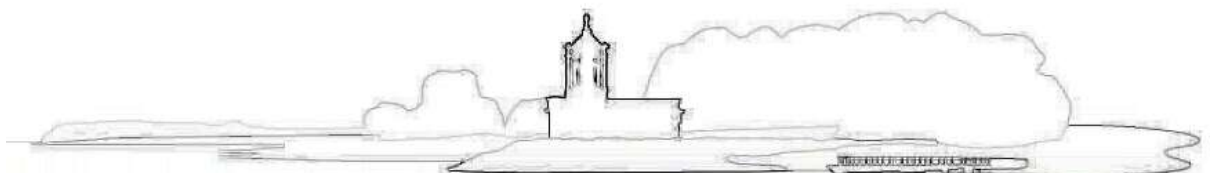
Report No. 28-2015 Appendix 1

RUTLAND INFORMATION AND ADVICE STRATEGY 2015-2018

**Phase 1: Implementation of People
Directorate Specific Duties (Care Act 2014
and Children & Families Act 2014)**

Version & Policy Number	Version 2.3
Guardian	Debbie Mogg, 01572 722 577
Date Produced	15 October 2014
Next Review Date	March 2017

Approved by Scrutiny	
Approved by Cabinet	
Approved by Full Council	



Summary of document

This strategy outlines Rutland County Council's approach to information and advice, with a particular emphasis on the provision of information and advice for those requiring care and support now or in the future. Key recipients of this document will be Council staff and partner organisations.

This document specifically sets out phase 1 of an extensive corporate project aimed at developing an Integrated Information Service for Rutland. Phase 1 aims to ensure that the People Directorate has sufficient processes in place to meet statutory information and advice requirements set out in the Children and Families Act 2014 and the Care Act 2014.

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1.0 INTRODUCTION

- 1.1 Information is key to making the right informed choices, exercising control and maintaining our health and wellbeing.
- 1.2 This Information and Advice Strategy sets out Phase 1 of how Rutland County Council will meet people's information and advice needs; and how they will meet the requirements of the Care Act (2014) and Children and Families Act (2014). The Strategy is universal and relates to the whole of Rutland - supporting people of all ages in planning for the future care of their families and supporting carers including young carers.
- 1.3 The provision of the right information, at the right time, in the right place and in the right format is fundamental to people's health and wellbeing and quality of life and the starting point to exercising choice and control. This Strategy identifies the essential building blocks for transforming information provision in Rutland and outlines our commitment to developing a partnership approach to improving the experience of Rutland citizens. Our commitment is for:-

“Good quality information and advice to be available to all – enabling people to make informed choices, plan for their future, reduce the need for care and support and help maintain their health and wellbeing”

- 1.4 Think Local Act Personal (TLAP)¹ has created a set of statements ('Making it real') from people who use care and support telling us what they would expect, see and experience if personalisation is real and working well in an organisation. These are "markers" that will help show how well an organisation is doing in transforming social care through personalisation and community-based support.
- 1.5 This is a new phase in using citizen-led information to judge success in implementing personalisation. Statements have been created to support a success measurement for ²Information and Advice which is about “having the information I need, when I need it”, including:
 - "I have the information and support I need in order to remain as independent as possible."
 - "I have access to easy-to-understand information about care and support which is consistent, accurate, accessible and up to date."
 - "I can speak to people who know something about care and support and can make things happen."
 - "I have help to make informed choices if I need and want it."

¹ A national partnership transforming health and care through personalisation and community-based support

² TLAP: <http://www.thinklocalactpersonal.org.uk/Browse/mir/aboutMIR/faqs/>

- "I know where to get information about what is going on in my community."

2.0 LEGISLATIVE FRAMEWORK

- 2.1 Councils are required to offer or signpost people to good quality information and advice to help them understand what support they'll need and to help them better plan for the future. The Care Act (2014) places a statutory duty upon councils from April 2015 to provide universal information and advice that is timely, accessible and proportionate. The aim is to help people understand what types and range of care and support services are available locally, the key processes and how the care and support system works, how to access those services and importantly how to access independent financial advice. The service must be available to all residents and not limited to those people with assessed care and support needs.
- 2.2 Section 4 of the Care Act 2014 sets out the areas where we must provide information and advice, specifically:
- a) What types of care and support are available – e.g. specialised dementia care, befriending services, reablement, personal assistance, residential care, etc
 - b) The range of care and support services available to local people, i.e. what local providers offer certain types of services
 - c) What processes local people need to use to get the care and support that is available
 - d) There are people who may benefit from financial information and advice independent of the local authority, actively facilitating those people to access to it
 - e) How people can raise concerns about the safety or wellbeing of someone who has care and support needs.
 - f) There is also a requirement to identify people who have social care needs (including self-funders), provide a written statement of available universal and preventative services to prevent or delay the need for social care support and finally provide information and advice regarding the benefits and how to access independent financial advice.
 - g) Separate to the duty to establish and maintain an information and advice service, local authorities must provide independent advocacy to facilitate the person's involvement in the care and support assessment, planning and review processes where an individual would experience substantial difficulty in understanding, retaining or using information given, or in communicating their views, wishes or feelings and where there is nobody else appropriate
(See appendix 1 for more detail)

3.0 RUTLAND COUNTY COUNCIL CONTEXT

- 3.1 This is Rutland County Council's first Information and Advice strategy which looks to bring our approach to information and advice in to one overarching document. Accessible information and advice is embedded into the day to day activity across council services and is inherent in the local authority's strategic aim "meeting the health and wellbeing needs of the population".
- 3.2 The importance of good quality, accessible and comprehensive, information and advice was recognised through 'People First'³, this coupled with the requirements of the Care Act makes it an opportune time to bring information and advice to the forefront of council activity to enable people to live independent and healthy lives.
- 3.3 Moving forward the local authority will be looking to establish an information service that will be key in delivering all of the council's Strategic Aims and Objectives (Phase 2). Rutland County Council is keen to develop a service that supports the whole population of Rutland to access the information they need to enable people to live independently. This approach will support **Rutland County Council's Vision for the People Directorate which is:**

"The reason we are here is to serve our children, families, vulnerable adults and communities to the best of our ability. The culture that we will develop is one where we will regularly ask ourselves "Would this be good enough for my child, my parent or me?"

3.4 Rutland Joint Health and Wellbeing Strategy 2013-2016:

- 3.4.1 The Rutland Health and Wellbeing Board has signed up to a number of priorities for health and wellbeing which are underpinned by the principles of empowerment and provision. The strategy identifies 4 key themes as follows:

1	Giving children and young people the best possible start
2	Enable people to take responsibility of their own health
3	Help people live the healthiest life they can
4	Making health and social care services more accessible

- 3.4.2 The existence and accessibility of effective advice and information is central to the successful delivery of all of the above. The Rutland Better Care Fund Plan also recognises the necessity for a unified prevention offer which will be embedded in any information and advice service moving forward.

³ A comprehensive review of Rutland County Council's People Directorate in 2014 (branded "People First")

3.5 **NHS England Information Guidebook:**

NHS England's Accessible Information is a standard for NHS and social care organisations across England to record the information and communication support needs of disabled patients, service users and carers, and take action to ensure that those needs are met. It will be implemented through changes to IT and administrative systems to enable consistent recording of such needs. In acting upon recorded information and communication support needs, organisations will be required to provide personal correspondence (such as appointment letters) and patient information (such as leaflets) in alternative formats (such as Braille, 'easy read' or via email) and communication support for appointments (such as assistive technology or British Sign Language interpreters)⁴.

3.6 **Rutland County Council 'Channel Shift'**

The strategy is the first phase of a wider corporate strategy to develop the way the Council provides services and engages with its community by encouraging people to help themselves, rather than needing to ask someone where they can find the information they need. By providing information in a variety of ways we can speed up the process for both user and provider. Future developments to the Council's website will increase the number of ways that users can interact with the Council electronically. This is the direction that many local authorities are taking. The Council also operates a network of public libraries and other sites which deliver information to the communities in the county in accessible locations, but also provide access to Information Technology for those without personal devices. This strategy envisages further development of this network (including mobile information provision) to enhance access to information resources.

4.0 POSITION STATEMENT – THE CURRENT DELIVERY MODEL FOR THE PROVISION OF INFORMATION AND ADVICE IN RUTLAND

4.1 **Rutland County Council Website**

The council's website provides information to the public regarding the range of services delivered by or on behalf of the council. However, there are a number of areas of the website that require development such as enabling people to complete self-assessments or make online payments, these will be addressed as part of the corporate strategy which is currently under development.

⁴ More information is available on their website www.england.nhs.uk/accessibleinfo.

4.2 **Rutland Family Information Service (“FIS”)**

The Council provides a specialist information service for families, this ensures that the Local Authority meets its duties in relation to the Children and Families Act 2014. The specialist information can be accessed via a dedicated link from the council’s website. There is considerable usage of the service, current figures are as follows:

Channel	Usage
FIS Website	No. of individual users: 2333 No. of enquiries generated: 7082
Telephone/Outreach/ Email / Post/ Face to Face	No. of individual users: 82 No. of enquires generated: 151

The FIS does not currently provide information relating to care and support for adults.

4.3 **Rutland County Council Customer Services Team**

Rutland Customer Service Team provides information and sign posting to people who contact the county council via the customer service telephone number and those who visit the Rutland County Council Offices in person. Customer Services has been enhanced to respond to calls for specific services although more could be done to provide scripts for all services to support the team with responding to customer enquiries. Customer services has implemented the tell us once service.⁵

4.4 **Rutland County Council Frontline Staff**

Individuals seeking information regarding services available in Rutland can currently access information directly through speaking to frontline staff, the following list gives examples (but not exhaustive) of some of the key roles and teams responsible for providing information to the public:

- Social Care teams
- Youth team
- Visions centres
- Carers support team
- Family Support Workers
- Inclusion⁶ Support Workers
- Aiming High⁷ Team
- Financial Assessment Officer
- Community Safety Team

4.5 The level of information that staff are currently able to provide is often restricted to the area of work in which they operate; therefore customers may not necessarily be signposted to the full range of services available in Rutland that an individual could benefit from.

⁵ Tell Us Once is a service that lets you report a death to most government organisations in one go

⁶ Inclusion predominantly refers to mental health and learning disability

⁷ Aiming High is a service offering short break activities for disabled children, young people and their families

4.6 **Rutland County Council Library Services**

Rutland Library Service provides static libraries in Oakham, Uppingham, Ketton and Ryhall. The mobile library visits villages in Rutland on a fortnightly basis. There are currently 10,537 “live” members of the library service; 7,672 enquiries were answered by the service in the last year, and there are approximately 160,000 visits to the libraries on an annual basis. The Libraries are frequently used by Council departments and external agencies as a mechanism for promoting services and providing additional information, however this facility is not maximised. The Council is currently undertaking a project to significantly improve the public ICT resources available in its libraries, including upgrading the broadband connections to fibre links to improve speed, and introducing new hardware and wifi access, to allow people with their own devices to access information and resources. The library service also provides more traditional book based resources for people to research health and wellbeing in their own time and in their own homes, including “mood-boosting” books. A significant recent development has been the provision of “books on prescription”, a scheme where GPs can prescribe authoritative books on particular conditions, which the library service will provide to the user. An innovative partnership is also taking place in Ketton, where following a threat of closure the local surgery has been co-located in to the library building, with the addition of a community hub operated by the Parish Council. This has allowed significantly improved access to library, health and community resources in the parish, and is a model which is seen as best practice for development in other localities.

4.7 **Community Information Points across the County**

Rutland is a small but rural county making some people difficult to reach. First Contact Rutland has been working collaboratively with partners including the Library Service to reach rural areas; the main mechanism has been through the use of the Mobile Library Van. It has been recognised that further work needs to be done to explore methods of reaching those people not currently being informed about services and support available; Rutland County Council has plans through its Better Care Fund Plan (“Community Agent Service”) to address this.

4.8 There are numerous routes into services, provided by many partner agencies, including but not limited to: the Council, NHS, voluntary and community agencies, libraries, Children’s Centres, Schools, Colleges and Jules One Stop⁸. Information is provided in a variety of different ways, we need to ensure that the information provided is effective and useful to its recipients.

4.9 **Leaflets/ Fact sheets**

⁸ Jules One Stop is a drop in centre for Young People

Leaflets are available in a variety of accessible formats; when doing large leaflet drops to all households, use of voluntary and community sector register information could assist with ensuring people receive information in the most accessible format.

4.10 Externally provided services

A significant amount of the Local Authority's resources are used to contract with local information, advice and guidance services that meet the needs of people with general, social care, benefits and housing related needs across all groups of people.

4.11 There are other organisations providing information, advice and guidance that are not funded by the Local Authority. Their contribution towards meeting the needs of those with social care needs and the wider community is greatly valued and must not be underestimated.

4.12 A review of what information is already available, how it is kept up to date, who currently provides this service to the public and what gaps there are in current provision is required. There has been some work carried out but this needs looking at in the wider context of the new People Directorate.

4.13 There is a great deal of information generally available that people are not always aware of because there is limited coordination.

4.14 Keeping information up to date is a strategic challenge for all stakeholders as poor quality, out of date information can mean that people may reach crisis point unnecessarily and require higher levels of care and support.

4.15 A holistic approach needs to be developed to ensure that the people of Rutland are supported to find the right solutions to secure their independence, health and wellbeing, which may include advice or information about a variety of universal services as well as social care.

4.16 A review of the information and advice service commissioned by RCC took place during 2013, this included:

- a) A full desktop review of the current contract (Citizens Advice Bureau) and validation visit
- b) Consultation exercise including service users, providers and staff
- c) Focus groups including the most vulnerable people
- d) Information gathered from consultations carried by the current provider

4.17 The main recommendations from the review of this service were as follows:

- a) The service is required to be promoted and marketed outside of Oakham
- b) Performance measures to be reviewed and changed to ensure that they are useful, meaningful and feasible to analyse.

- c) An outcome-focused contract to be drafted
- d) Information needs to be available in a range of accessible formats (e.g. face to face and not just IT based)
- e) Publicity required to ensure people are aware of the service
- f) The service should be focussed on the most vulnerable
- g) The majority of those accessing information and advice from the service required information regarding financial advice, housing, and/or benefits/legal/consumer advice
- h) Increased opening times would be beneficial including weekends and evenings

4.18 Advocacy

Leicestershire Community Projects Trust (LCPT) provides a generic Advocacy Service on behalf of Rutland which helps vulnerable adults:

- a) Who need or want support to access Adult Social Care Services
- b) Who want to speak up about the service they receive and be heard by the right professionals
- c) Who want to complain about the support they currently receive
- d) Who want to be assessed or reassessed to receive Adult Social Care Services
- e) Who can't speak up for themselves about issues that affect their lives

The Advocacy service currently has limited take up from Rutland Residents, further investigation is needed to better understand the reasons for this.

5.0 NEW REQUIREMENTS AND KEY AREAS FOR IMPROVEMENT

- 5.1 The provision of information and advice is fragmented; this is an issue that has been recognised through People First by both officers across the council as well as partner organisations and members of the public.
- 5.2 There is willingness for this to change in order to make each customer's journey into the care and support system much easier to navigate through one simple, joined up approach.
- 5.3 Initial assessment of current information, advice and advocacy services has informed this strategy. There is immediate scope for improvement to develop a clear, streamlined information pathway to make it easier for people to go to one place first, and reduce duplication of information directories and sites. This work will be undertaken, based on need, evidence of models that work and cost effectiveness. There is also further work to review current signposting and access to independent financial advice, to ensure this is available to people, including self -

funders, at the right time within the new assessment and financial processes developed as part of implementing the Care Act.

- 5.4 The cap on the cost of care contained in the Care Act from 2016 will place a duty on the Council to track the amount self-funders pay up to the nationally capped limit, at which point the Council will become responsible for costs.
- 5.5 Further work is required to review current signposting points and access to independent financial advice alongside redesign of the new assessment and financial processes in line with the Care Act. The aim is to ensure the right amount of financial advice is available to people, including self-funders, at the right time.
- 5.6 **Developmental options include:**
 - 5.6.1 Create a full directory of information regarding services available in the local area (“an all services hub”)
 - 5.6.2 Recognise and make a commitment to back-office support to manage and develop the content of an information directory
 - 5.6.3 Integrate our information systems so that information flows between searchable directories, online assessment and support planning tools, financial systems, and information content pages. This can take people into relevant sections as appropriate to their needs and avoid people and staff entering information more than once.
 - 5.6.4 Ensure that our web based systems have the flexibility to work with and use new technology as it is developed, for example, apps for mobile phones and tablets that enable people to search for local facilities/ services whilst they are out and about, along with directions of how to get there on an interactive map.
 - 5.6.5 In preparing for the future, assess the benefits and costs of having such systems will be considered.
 - 5.6.6 Work in partnership to offer customers a 'one stop' service for customers enquiring about local council, NHS and other local services.
 - 5.6.7 Advocacy – ensure there is an independent service that involves people in decisions made about them and their care and support.
 - 5.6.8 Review mechanisms for sign posting to independent financial advice services.
 - 5.6.9 Develop the Community Agent approach so that there is one single consistent system that provides coordinated information regarding services available in the community, reach in the community will go beyond a mobile facility and online directory to include face to face opportunity and hard versions of the directory.

6.0 OUR VISION FOR INFORMATION AND ADVICE

- 6.1 The vision for information and advice provision is based on having one online place that individuals, as well as staff who may support them, can go to for information. This may signpost individuals to other places or to specialist face-to-face advisors. Up-dating information in one place is more economically efficient, likely to deliver up-to-date quality information, as well as offering better access to information for individuals.
- 6.2 When providing information and advice we need to take a holistic view of the lives of individuals and ensure that partners are pro-active in opening up points for information through partnerships that are appropriate to people's needs and circumstances. It needs to deliver content that flows across traditional public sector boundaries, wherever and by whomever it is delivered, so that customers experience streamlined access to information and advice that is relevant and helpful to their current situation.
- 6.3 The direction of travel described nationally in legislation, and locally through People First, encourages people to help themselves where possible. There is a requirement to develop pathways to assist people and staff to navigate through this model ensuring the most efficient and cost effective use of restricted resources.
- 6.4 In order for people to be able to find information about services in their local area, the Council needs to ensure that the information up to date. This means there is a significant amount of work required to manage and up-date websites and other associated information, such as, fact sheets, leaflets, policies, information directories and scripts at the Customer Service Centre.
- 6.5 Governance of the strategy at an operational level will sit with the Information and Advice group within the Care Act Programme, reporting to the Transformation Board, and corporate change to information and advice (Phase 2 of delivery) will be led by the Director for Resources.
- 6.6 The Council will adopt a hub and spoke model which puts RCC as the main "holder" of information to encourage the development of a single point of access known as the Rutland Information Service, RCC will cross reference with partner organisations so that information relating to other services provided in the community are linked into the Rutland Information Service as "spokes".

Figure 1: An Integrated Information Service for Rutland: “Single Point of Contact” (hub and spoke model) – demonstrating the connectivity with partners (N.B. this list of partners is not exhaustive but identifies key links)

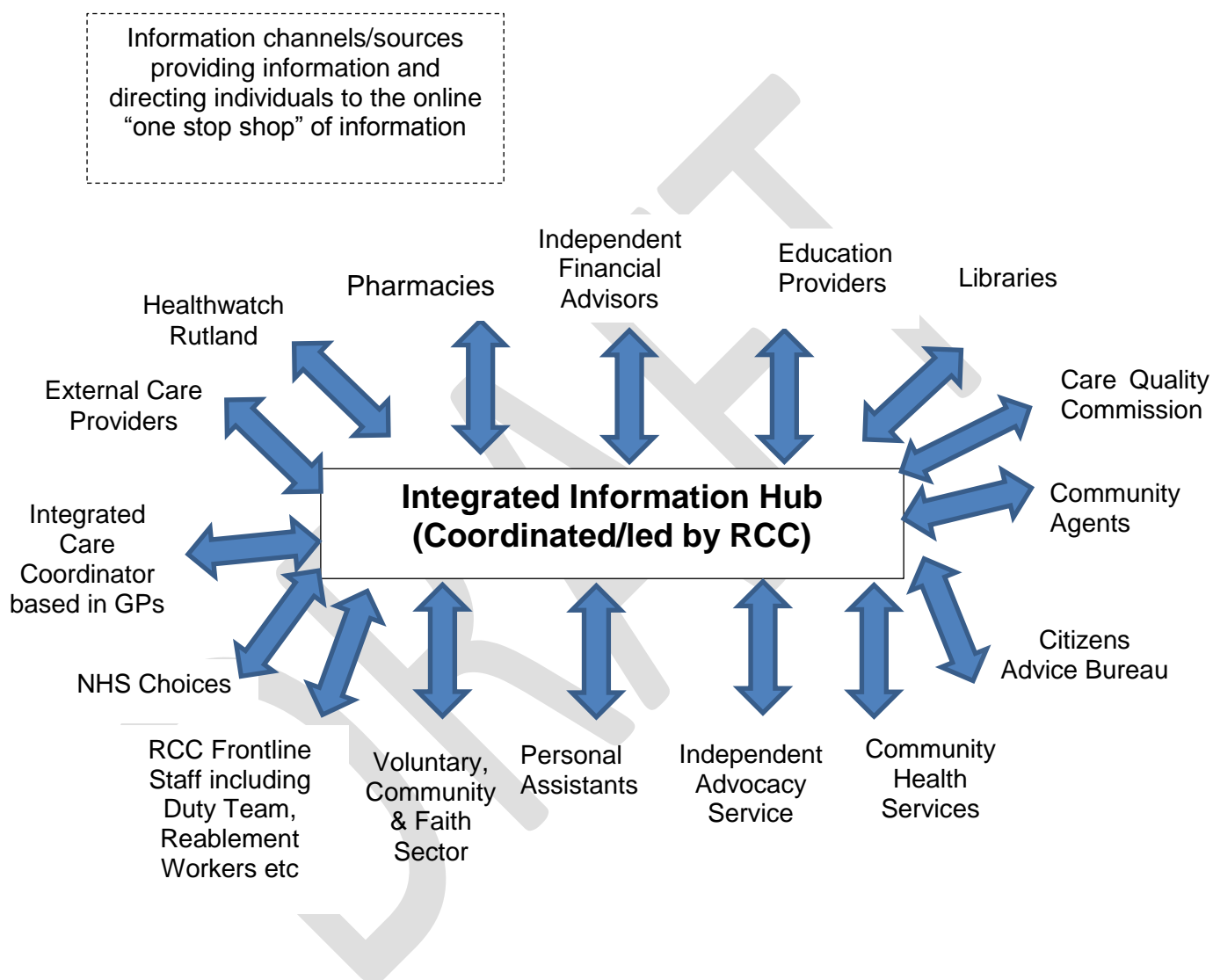
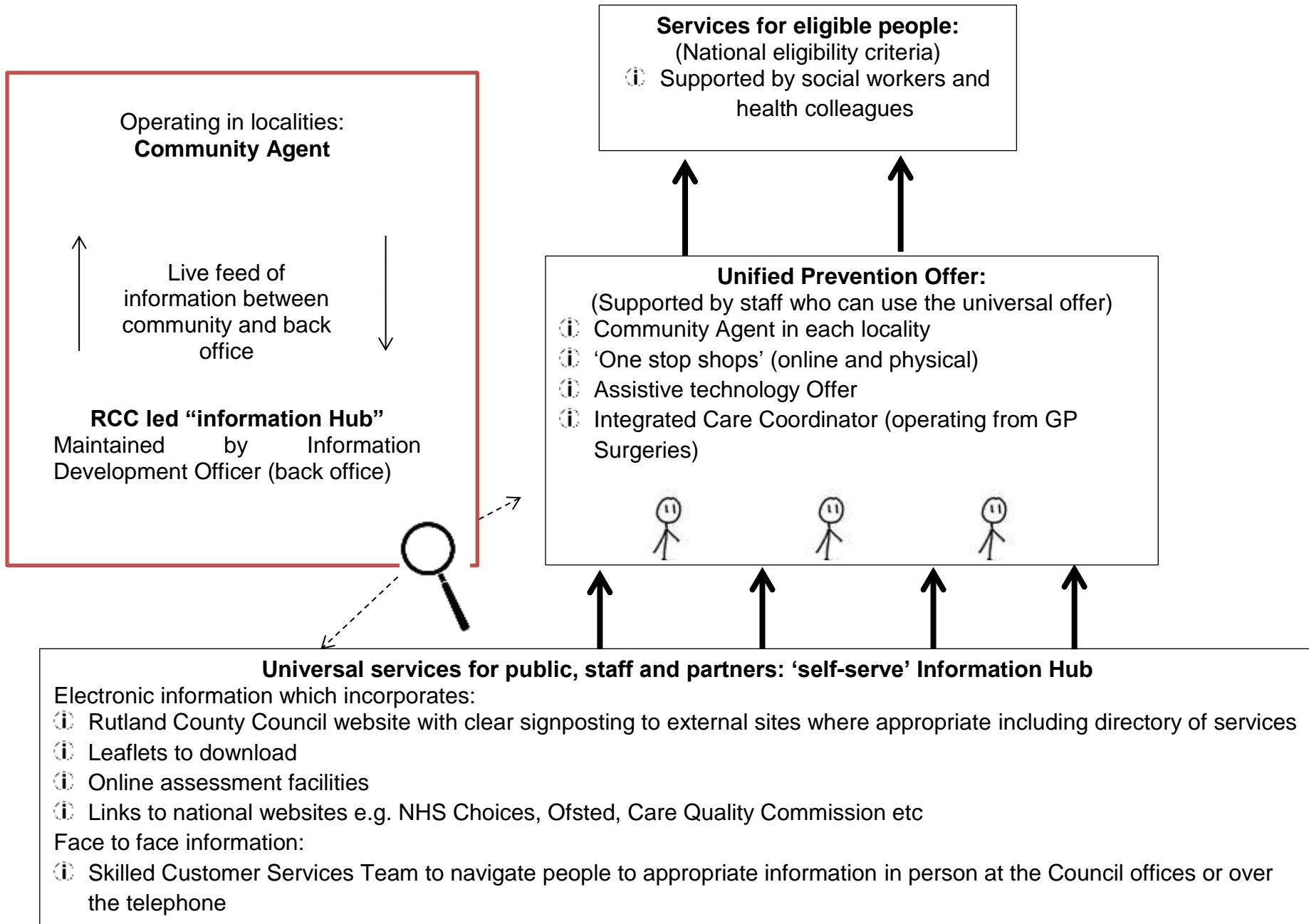


Figure 2: Supporting Independence through Information



7.0 OUR APPROACH

- 7.1 In order for people to be able to find information about services in their local area, the Council needs to ensure that the information in our systems is up to date and coordinated, providing the full picture of services available in the community.
- 7.2 Rutland County Council has invested in an “information development officer” post in order to provide ongoing capacity to enable us to successfully meet this objective.
- 7.3 We will provide an independent advocacy service to facilitate a person’s involvement in the care and support assessment, planning and review processes where an individual would experience substantial difficulty in understanding, retaining or using information given, or in communicating their views, wishes or feelings and where there is nobody else appropriate.
- 7.4 Online and electronic universal information will be the main way of maintaining and sharing information. It will be able to be used in different formats e.g. printed, text to speech.
- 7.5 Face-to-face facilitation and support will be available to:
 - The whole population via the RCC’s Customer Service Team
 - People who require it and also to pro-actively target people who are likely to be at a point in life to most benefit from it, our main mechanism will be through investing in a “Community Agent” scheme for the county.
- 7.6 We will ensure that information and advice is proportionate to the needs of those for whom it is provided. The provision of information and advice will be tailored to meet specific needs where necessary. The type, extent and timing of information and advice provided will be appropriate to the needs of the person.
- 7.7 The communication channels will be appropriate to the needs of different adult groups.
- 7.8 All communications will meet plain English requirements.
- 7.9 Access to information and advice will include signposts to other sources where appropriate to ensure better connectivity between local and national systems.
- 7.10 Working in partnership with wider public and local advice and information providers is essential to achieve better outcomes for people.

7.11 A separate financial information and advice policy has been drafted to set out how Rutland County Council will fulfil the requirements of the Care Act in relation to Independent Financial Advice.

7.12 **What we need to achieve through an Integrated Information Service:**

7.12.1 For the public

- a) There will be an accessible hub of information and a single point of access and onward referral via telephone, online and face to face
- b) The public can easily find information on services and financial information from one place online and via assisted services at the appropriate time
- c) Information is open and transparent and customers are able to make informed decisions on service choice and influence future services
- d) Information is also in alternative formats for those that need it.
- e) Barriers are removed that stop people accessing the right services
- f) The public will be encouraged to take up their entitlements to benefits and essential support
- g) Good quality information will assist residents to support themselves and each other where appropriate
- h) Individuals requiring more targeted approaches will be provided with information and advice about preventative services, facilities or resources available locally that may meet their individual needs and circumstances, and how to access them.

7.12.2 For staff

- a) Information management principles and practices to be embedded in the organisation through training, culture and effective system design; e.g. how calls to customer services are dealt with
- b) It is easy to find the information in our electronic system
- c) There is a single point of access for information.
- d) Channel shift from face to face to web based provision, increasing staff capacity to undertake other duties

7.12.3 For our partners including providers

- a) Staff from different agencies can access and use the same information
- b) We ensure that our partners are kept up to date with our services on a regular basis
- c) We share information to deliver a more streamlined service to the public and improve their outcomes
- d) We share information with partners in order to plan services and organisations to deliver new services
- e) We share information in order to work cost effectively.
- f) We will reach out and join up with other providers of information and advice to ensure coherence of the overall “offer”
- g) We will support improved integration between services, service providers, public, private, Voluntary, Community and Faith sectors.

7.12.4 Information quality standards

- a) Information is fit for purpose. It is accurate and reliable.
- b) Information is delivered in a way that is accessible, and in different forms, which may be electronic, by phone, written or oral.
- c) Information is owned and managed by a defined asset owner who is responsible for its management.
- d) Information is stored and managed in one place not duplicated in different locations or systems.
- e) Information is deleted when there is no longer a need for it, but retained for legal or business reasons according to retention and disposal policies within an agreed archiving policy.

8.0 KEY CHALLENGES

The key challenges for the Local Authority in implementing a Rutland Information Service will be:

- 8.1 Ensuring that the back office processes taking place to keep the system up to date are fully integrated and coordinated across One Council, providing value for money and reducing reliance on face to face contact.
- 8.2 Ensuring that information and advice is accessible at the “front door” as a single point of access delivered by customer services.
- 8.3 There are training implications regarding this to ensure that a triage function for low level social care can be delivered by CST to improve signposting away from council services
- 8.4 Ensuring there is capacity to maintain a full Rutland Information Service, particularly with the increasing statutory requirements around information & advice.
- 8.5 Ensuring there is a strong interface between the Rutland Information Service and each Community Agent
- 8.6 Understanding the role of partners in delivering information and advice for the Council, particularly in terms of the current contracts we have with providers e.g. Citizens Advice Bureau, Advocacy contracts

- 8.7 Identifying exactly what online functionality is required to deliver the adult social care requirements
- 8.8 Overcoming any procurement rules which might delay the procurement of an expansion of the current system
- 8.9 Getting partners on Board to ensure there is a live feed of up to date information to the system, coordinated by RCC
- 8.10 Encouraging partners to refer clients to web based information on the Rutland Information Service Portal
- 8.11 Understanding where this function would sit in terms of management responsibility once the system is embedded into Business As Usual e.g. Customer Services, Performance and Application Support

9.0 PROJECT PLAN TO SUPPORT THE STRATEGY

Priority	Milestones	Timescales
“Connected” website/resource directory available	Rutland County Council People Directorate web page improvements	Oct 2014 - March 2015
	Resource directory development	Jan 2015
	Rutland connectivity – harvest partner information	Feb 2015
Self-serve options available	Scope Options	Oct-Nov 2014
	Explore functionality of current website	Oct-Nov 2014
	Stakeholder involvement in design	Jan-March 2015
	System development	Jan15
	Testing of system	Feb-March 2015
Signposting arrangements in place	Online security	Feb-March 2015
	Access to independent financial advice defined	Oct 2014
	Signposting arrangements/pathways agreed (partnership sessions)	Nov 2014-Feb 2015
Publicity	Development of scripts and information checklists	Jan-March 2015
	Audit of existing leaflets/material	Oct-Nov 2014
	Information exchange and consultation event on the Care Act	Dec 2014
Advocacy support in place	Production and distribution of revised leaflets	Jan-March 2015
	Extend existing advocacy contract	Oct 2014
	Review current contract and demand/capacity for advocacy	April to June 2015

	Prepare tender documents	July 2015
	New advocacy contract in place	Sep 2015
Sight impaired register developed	Review arrangements with existing provider	Oct-Nov 2014
	Identify additional costs	Oct-Nov 2014
	Build on existing service	Dec to Feb 2015
	Communicate service available	April 2015 onwards
Expansion	Ongoing development and expansion of the service	April 2015 onwards
Training	Initial awareness raising with staff and stakeholders regarding the Care Act	Dec 2014-April 2015
	Specific training with staff and key partners including community agents to understand and use the Online Directory	April 2015

10.0 MEASURING SUCCESS

10.1 How will we know if the strategy has been successful?

This strategy, if implemented effectively, should reduce the number of referrals to social care as well as other people-related services and eventually all council services; as a result an increase in capacity across teams will be evident. It will be important to monitor the effectiveness of the strategy in order to understand the shift in caseloads to preventative services and non-council funded activity. It is suggested that the following information is recorded within relevant teams:

- a) The number of cases that Customer Services refer/signpost to external services
- b) The number of cases that Customer Services and Community Agents have been able to support individuals in finding the information they need in order to self help
- c) The number of referrals to internal services such as duty desk and early intervention (reduced contact)
- d) The number of "hits" to the website and FIS/Local Offer and Care Act modules
- e) The number of transactions completed online by customers accessing new functionality
- f) Qualitative information regarding user experience, for example whether individuals were able to find the information they were after using the service
- g) The number of partner services linked in to the Rutland information service
- h) Key performance measures associated with the success of the Community Agent service will be put in place as part of the development of this service.

APPENDIX 1 – REQUIREMENTS AS SET OUT IN THE CARE ACT 2014

Must dos:

- Establish and maintain a service for providing people in its area with information and advice relating to care and support for adults and support for carers. This must cover the needs of all the population, not just for those who have eligible needs. The service must be accessible to all, must be open to everyone who would benefit from it, and must ensure that it has due regard to the needs of people with particular requirements such as people with sensory impairments, who do not have English as a first language or who have a physical or learning disability.
- Local authorities must seek to ensure that all relevant information is available to people for them to make the best informed decision in their particular circumstances. Information and advice must be provided on: the care and support system locally; how to access the care and support available locally; the choice and types of care and support, and the choice of care providers available in the local authority's area; how to access independent financial advice on matters relating to care and support; and how to raise concerns about the safety or wellbeing of an adult with care and support needs (or a carer with support needs).
- Provide independent advocacy to facilitate the person's involvement in the care and support assessment, planning and review processes where an individual would experience substantial difficulty in understanding, retaining or using information given, or in communicating their views, wishes or feelings and where there is nobody else appropriate.
- Offer advice and information to people in need of care and support, irrespective of whether they have been assessed as having eligible needs which the local authority must meet.
- Local authorities must have regard to the importance of identifying people who may benefit from financial information and advice on matters concerning care and support, to help them understand the financial costs of their care and support and access independent financial information and advice including from regulated financial advisers.
- Ensure that the areas covered by their information and advice service go much further than a narrow definition of care and support.
- Use wider opportunities to provide targeted information and advice at key points in people's contact with care and support, health and other local services.
- In providing an information and advice service, local authorities must be providing more than just leaflets and web-based materials.

- The local authority must provide sufficient information and advice to enable adults to consider the financial aspects of meeting their care and support needs and to make plans for how they might meet any future needs for care and support. They must support people to make informed, affordable and sustainable financial decisions about their care throughout all stages of their life. Where a person lacks capacity, the authority must establish whether a person has a deputy of the Court of Protection or a person with Lasting Power of Attorney acting on their behalf.
- Provide people with information on the availability of different ways to pay for care.
- Take account of the services currently in place and actions already taken and plans with partner organisations resulting from Joint Strategic Needs Assessments and Joint Health and Wellbeing Strategies.
- Local authorities must recognise and respond to the specific requirements that carers have for both general and personal information and advice.
- The local authority must provide information and advice on their own local arrangements for receiving and dealing with complaints.

Have regards:

- The service should also address, prevention of care and support needs, finances, health, housing, employment, what to do in cases of abuse or neglect of an adult and other areas where required. In fulfilling this duty, local authorities should consider the people they are communicating with on a case by case basis, and seek to actively encourage them towards the types of information and/or advice that may be particularly relevant to them.
- Local authorities should ensure that people are able to access all of the types of financial information and advice (regulated and independent) which help people plan and pay for their care.
- When a local need for additional information and advice services is identified, local authorities should consider carefully whether such a service should be provided by the local authority directly or by another agency, including independent providers.
- Local authorities are expected to have regard to the importance of identifying carers and take action to reduce their needs for support.
- The local authority should have a clear view of the information and advice services available locally and what they provide.
- Ensure that they engage widely with people with care and support needs, carers, the wider public and local providers of information and advice and other types of care and support, to identify what is available and exactly what is needed locally, and how and where it should best be provided.

- Ensure that the information and advice supplied is clear, and should only be judged as clear if it is understood and able to be acted upon by the individual receiving it.
- The information and advice provided should be accurate, up-to-date and consistent with other sources of information and advice. Staff providing information and advice within the local authority and other frontline staff should be aware of accessibility issues and be appropriately trained.
- All reasonable efforts should be taken to ensure that information and advice provided meets the individual's requirements, is comprehensive and is given at an early stage. And where possible be provided in a manner preferred by the person, available in a number of different formats, and appropriate to the needs of the person.
- Information and advice is proportionate to the needs of those for whom it is provided.
- Consider whether independent sources of information and advice may in some circumstances be more trusted (and therefore more effective) than the local authority itself.
- Allow for the urgent provision of information and advice when necessary and work with partners to provide targeted information in these critical situations.
- The local authority should consider whether information should be supplied by an independent source e.g. information about how to challenge the local authority's decisions.
- The service should provide information and advice beyond a narrow definition of care and support including for example: housing; health services; home improvement and maintenance; disability benefits; and children's social care services.
- Ensure that products and materials are as accessible as possible for all potential users.
- Reasonable adjustments should be made to ensure disabled people have equal access to information and advice services.
- The local authority service should include financial information and advice such as: understanding care charges; ways to pay; care cap; money management; and facilitating access to independent information and advice.
- The information and advice service should be aligned with wider local authority strategies such as market shaping and commissioning, and with joint area strategies with health. The development of such plans should have

regard to some common principles. The plan should build on local and national best practice and make best use of national resources.

- The development and implementation of a wider plan or strategy on the provision of information and advice on care and support should be led by the local authority, acting as the coordinator and where appropriate the commissioners of information and advice services.
- The development of information and advice plans and their implementation should be an ongoing and dynamic process, involving all relevant stakeholders, rather than a one off occurrence.
- The plan should be reviewed at agreed intervals.
- Local authorities should review and publish information about the effectiveness of the information and advice service locally, including customer satisfaction.
- Take account of information standards published by the Information Standards Board for Health and Social Care under the provisions of the Health and Social Care Act.

A large print version of this document is available on request



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