

## INDIVIDUALS OVERVIEW AND SCRUTINY SUB-COMMITTEE

<b>Subject Heading:</b>	Information and Advice about care and support
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<b>Policy context:</b>	Health and Wellbeing Strategy Priority 1: To provide early help for vulnerable people to live independently for longer

### SUMMARY

The purpose of this report is to update the Overview and Scrutiny Sub-Committee on progress with the Council's information and advice offer about care and support.

### RECOMMENDATIONS

This report is for information only.

### REPORT DETAIL

#### Why the new offer?

1. The Care Act 2014 places a duty on Local Authorities to:  
  
‘...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’ (Section 4 Care Act 2014).
2. Information and advice is fundamental to enabling people, carers and families to take control of, and make well-informed choices about, their care and support and how they fund it. While Local Authorities must establish and maintain a service, the duty does not require they provide all elements of the service themselves. In Havering it was felt an organisation based in the local community would be best placed to provide residents with information and guidance about care and support.
3. Following consultation the preferred option for delivering face to face information and advice was to make use of community resources and have the service operate from community hubs rather than from one building in one location (the previous model). Community hubs are places or buildings where people already go that are easy to access. In addition to the community hubs it was

proposed developing an outreach service targeting information and advice at particular parts of the community that are hard to reach or would benefit most from receiving it.

4. The Council have also been working on developing a new website providing information and advice about care and support. Both the face to face service and the website have been branded Care Point.
5. The Care Act requires local authorities to help people to benefit from independent financial advice so they can get support to plan and prepare for the future costs of care. The Care Point service will guide and sign-post residents to where they can seek independent financial advice.

### **The new website**

6. The Care Point website has been redesigned (launched in Dec 2015) to make it more user friendly and customer focussed. Subsequently a session with Healthwatch, providers, service users and staff was held in January 2016, whereby the site was reviewed and suggestions for future updates discussed. These sessions will be on-going as we move to a co-produced approach.
7. As set out in the Care Act 2014 statutory guidance, websites should meet specific standards such as the Web Content Accessibility Guidelines. Our design has considered this, as well as covering the key areas that the Care Act states must be included when providing an information and advice service. The website gives ample opportunity for users to provide feedback. It also gives contact details and includes directories. We will be utilising the My Directory of Services (MiDOS) which is the NHS care directory, when this is available.
8. The website content includes a range of NHS Choices content (per Care Act guidance) as well as local content relevant to services provided by the Council and other agencies.  
[www.haveringcarepoint.org](http://www.haveringcarepoint.org)

### **The new community service**

9. Following the completion of a successful tender process a three year contract for the provision of information and guidance about care and support has been awarded to Family Mosaic Housing and the service is up and running.
10. Approval had been obtained for the service to be located in the vacant office space in Chippenham Road Housing offices but these premises later became unavailable. Family Mosaic Housing holds an office space in Romford, Holgate House. Following analysis of need, accessibility and value for money approval has recently been granted for the service to operate from a meeting room at Myplace in Harold Hill and also a market stall in Romford Market.
11. Myplace was chosen because:
  - the building is accessible;
  - café space will be opening shortly which is likely to increase visitors and footfall;
  - community groups and activities take place regularly at Myplace such as a pension group, attended by 80 local residents, so there are opportunities for joint working and signposting;
  - the meeting rooms have hot desk space and computer access;
  - larger meeting rooms and private consultation rooms are available to book at the centre for private discussions are large consultations;

## **Individuals Overview & Scrutiny Sub-Committee, Feb 2016**

- this ward (Gooshays) has a high level of need, the second highest number of social care assessments completed for residents and the highest number of vulnerable pensioner households in the borough; and
- the presence of other related services nearby such as Gooshays Health Centre.

12. The market stall was chosen for the following reasons:

- Romford market has a high footfall and attracts a wide range of residents providing a good opportunity for the information and advice service;
- the market is due to be updated and transformed through an investment programme which aims to increase footfall further;
- there are regular adhoc events in the market providing opportunities for the service to integrate with the community and reach a wider audience;
- Romford has good travel links and is easy to get to;
- flexibility in booking days; and
- Market Management provide regular news distribution for market traders in the form of regular forums and newsletters. Having this service based in the market could open up the prospect of making the market more 'care friendly' and traders 'care aware' by having an on-going care and support presence.

### **Progress to date**

13. The contract with Family Mosaic for the community service commenced September 2015. To date the service has transferred existing staff and recruited new staff. To target different parts of the community across the borough Care Point have arranged regular outreach at the following locations:

- Collier Row Children's Centre;
- Richmond Fellowship;
- Salvation Army, Romford;
- First Stop, Romford;
- Elm Park Children's Centre;
- Romford Library;
- Chippenham Road Children's Centre;
- Rainham Children's Centre;
- Queens Hospital; and
- Family Mosaic, Holgate House.

14. The Council has carried out a mystery shopping exercise to check the quality of the information and advice given. Feedback was that the cases were dealt with in professional way, relevant probing questions were asked and useful information relating to the query was provided. Further mystery shopping is planned in the future, combined with a scoring mechanism to evaluate the responses.

15. The number of residents contacting the service has been steadily increasing each month. Care Point has met with a variety of stakeholders to build relationships and generate referrals. The stakeholders include Healthwatch Havering, the Council's Adult Social Care Front Door, Children's Service, the Council's Communications team, Richmond Fellowship, Sycamore Trust, Salvation Army, Havering Disabled Association and Carers Group.

16. Marketing materials have been distributed across the borough including:

- GP surgeries;
- Banks;
- churches;
- supermarkets;
- local shops;
- Libraries and
- Children's Centres.

17. Arrangements have been made for Care Point materials to be distributed to 10,000 neighbourhood watch members and an advert on local Time FM radio.

18. A range of performance measures and monitoring tools have been implemented to assess the impact and effectiveness of the service. The latest performance data and statistics, from February 2016, will be presented to Individuals Overview and Scrutiny Committee at the meeting.

## **IMPLICATIONS AND RISKS**

### **Financial implications and risks:**

Financial implications associated with the implementation of greater information and advice sourced by potential clients from a community based approach has earmarked funding for this. However, should rental premises costs differ from the options chosen; provision will need to be made from existing resources.

### **Legal implications and risks:**

The Council is under a statutory duty to establish and maintain a service for providing people with information and advice relating to care and support (Section 4 Care Act 2014). Importantly, the duty relates to the whole population of the Borough, not just those with care and support needs or in some way already known to the care and support system.

The service should include information about advice about preventative services, facilities or resources, so that anyone can find out about types and choice of support available locally, which may meet their individual needs and circumstances, and how the system operates and how to access them.

The Care and Support Statutory Guidance issued in October 2014 explains that local authorities 'must establish and maintain a service for providing people with information and advice relating to care and support' (paragraph 3.11); that this must be provided through a variety of different formats; and that the duty in the Care Act will not be met through the use of digital channels alone. There needs to be a mix of provision and this will be expected to include 'face to face contact' (paragraph 3.29).

The new community service provides the population of the Borough with face to face contact and the two locations of the new community service will ensure that the information and advice service is accessible to the whole of the population of the Borough. The issue of location of the new community service should be kept under review to ensure that the service does remain accessible in accordance with the statutory duty.

### **Human Resources implications and risks:**

There are no direct HR implications, or risks to the Council or its workforce, that can be identified from the contents of this report or the recommendation made.

**Equalities implications and risks:**

The provision of an information and advice service will create improved communication links and information sharing between the different protected characteristics so enabling: clearer, fairer care and support; wellbeing – physical, mental and emotional – of both the person needing care and their carer; prevention and delay of the need for care and support; putting people in control of their care.

The service should be delivered in a way that accommodates the differing needs of all communities in Havering.

**BACKGROUND PAPERS**

No background information papers used.