

Information and Advice Plan

Incorporating high level action plan

2015-18

Contents

Contents.....	2
Executive summary	3
1. Introduction.....	4
1.1 The Care Act 2014	4
1.2 What local authorities must do to provide information and advice	4
1.3 Links with borough wide priorities	5
1.4 Definitions of information and advice	5
1.5 Purpose of this plan	5
1.6 Scope of this plan.....	5
1.7 How this plan was developed.....	5
2. Who is likely to need information and advice?	6
3. The current position locally	6
3.1 Current information and advice provision	6
3.2 Mapping local information and advice provision.....	7
4. Key findings and implications	8
5. Ensuring good quality local information and advice	9
5.1 Vision and aim.....	9
5.2 The future of Information and Advice locally	9
5.3 Financial advice	10
5.4 Ensuring quality standards.....	10
5.5 Principles	10
5.6 Priorities	11
6. Monitoring the plan	11
Appendices	11

Document details	Information and Advice Plan 2015-18	
Author(s)	Eve Pelekanos, Helena Pugh, Liz Marnham	
Lead officer	Mark Tyson, Group Manager Integration and Commissioning, Adult and Community Services Karen West-Whyllie, Group Manager - Learning Disabilities	
Version history		
Version	Change/reasons for change	Date
Draft v1	To include comments from: <ul style="list-style-type: none"> Corporate Director Information and Advice workstream 	25/2/15 4/3/15
Approval history		
Version	Approving body	Date

Executive summary

The plan sets out Barking and Dagenham's strategic approach to meeting the requirements of the Care Act 2014 in relation to providing information and advice locally. It recognises that the need for accurate and timely information and advice is applicable to all residents aged 18 and over. This covers those needing care and support, unpaid carers including young carers, and people planning future care and their families, regardless of their ability to pay for care and support.

The plan covers all council provided and commissioned information and advice services, and other national and local sources of information and advice.

In developing this plan we:

- Analysed which residents are most likely to need information and advice about their care and support
- Undertook an initial mapping of local information and advice and evaluated it against the requirements and recommendations of the Care Act
- Collected the views of service users, providers, partners and staff
- Consult service users to help develop and monitor the plan
- Adopted the Think Local Act Personal principles for delivering information and advice services

Vision

Delivering high quality¹, impartial information and advice supporting health and wellbeing

¹ By quality information and advice we mean it should be: accurate, valid, reliable, timely, relevant and complete.

Priorities

- Ensure there is a **comprehensive range of information and advice about care and support** available locally
- Ensure all digital and face to face information and advice is **accurate, up to date, easy to understand, and consistent with other sources of information**
- Offer **tailored information and advice about care and support (in a variety of formats) whenever possible** to help individuals understand their range of options
- Work with key information and advice providers from all sectors to improve the **co-ordination of information and advice locally**
- Develop and promote the **Care and Support Hub** as the borough's web based local directory
- **Transform information and advice provision** in line with the council's 'digital by design' approach to ensure quick, efficient and localised signposting

An action plan for 2015-16 showing the key activities to deliver these priorities has been developed (see Appendix 3). As a living document the action plan will evolve during the year and a new action plan for 2016-18 will be developed.

1. Introduction

From April 2015 the Care Act places a statutory duty on councils to provide information and advice (for details see section 1.1) to the whole population that is both accessible and proportionate.

Providing accurate and timely 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.... It is also vital in preventing or delaying people's need for care and support.'*

1.1 The Care Act 2014

The aim of the Care Act is to enable people to understand how the care and support system works, what services are available locally, and how to access those services including those aimed at preventing need and improving wellbeing.

The Act provides for a universal information and advice service, which is available to all people who request it, and not just limited to those people with assessed care and support needs and their carers.

Specifically the Act requires local authorities to:

'empower people to be involved in decisions about their care by providing information and advice, and access to independent advice to support their choices'.

Section 4 of the Act sets out the areas where local authorities must provide information and advice, specifically:

- What types of care and support are available e.g. specialised dementia care, befriending services, reablement personal assistance, residential care
- The range of care and support services available to local people, i.e. what local providers offer certain types of services

- What processes local people need to use to get the care and support that is available
- Where local people can find independent financial advice about care and support and help them to access it
- How people can raise concerns about the safety or wellbeing of someone who has care and support needs

1.2 What local authorities must do to provide information and advice

The Care Act requires local authorities to adopt a 'co-production' approach to their information and advice provision, involving individuals, user groups and, appropriate statutory, commercial and voluntary sector service providers.

The guidance states that there should be a plan covering the areas listed below (full details are shown in Appendix 1).

- Duty to establish and maintain a service
- Audiences for the information and advice service
- Access to and quality of information and advice
- What should be provided – information and advice content
- When information should be provided
- Accessibility of information and advice
- Proportionality of information and advice
- Financial information and advice
- Understanding care charges
- Money management
- Making informed financial decisions
- Facilitating access to independent financial information and advice
- Information and advice on adult safeguarding

1.3 Links with borough wide priorities

The provision of high quality reliable information and advice to residents will help the council deliver its vision of '*One borough; one community; London's growth opportunity*' and key priority of:

Enabling social responsibility which aims to '*support residents to take responsibility for themselves, their homes and their community*' and '*protect the most vulnerable, keeping adults and children healthy and safe*'.

The council is committed to delivering more public services online and making online options easier and more accessible for residents to use, recognising the need for reasonable adjustments under the Equality Act 2010. This is based on the belief that to be sustainable in the long term, digital self-service options need to be the first point of call for residents accessing public services. The council's *Digital by Design* programme will develop means to switch users from face-to-face contact and encourage uptake of online services. This approach will be integral to delivering information and advice in line with the Care Act.

1.4 Definitions of information and advice

The council has adopted the Care Act 2014 guidance description of information which includes self help information, assisted information, advice and, specialist advice and advocacy². This plan focuses on information and advice and uses the Care Act definitions below.

'Information' means *the communication of knowledge and facts regarding care and support*. This can either be passively available or actively distributed.

'Advice' means *helping a person to identify choices and/or providing an opinion or recommendation regarding a course of action in relation to care and support*.

² This plan does not cover advocacy services which are currently delivered through Voiceability, CAB, DABD and Royal Mencap.

1.5 Purpose of this plan

This plan sets out Barking and Dagenham's strategic approach to meeting the requirements of the Care Act in relation to information and advice described above. The plan:

- Reviews the information and advice needs of residents and where they currently access care and support information and advice
- Identifies improvements needed
- Sets out the principles and priorities for the provision of information and advice
- Provides the basis for a service specification for future services
- Incorporates an action plan

1.6 Scope of this plan

The document covers local care and support information and advice services aimed at all residents aged 18 and over, unpaid carers including young carers, people planning their future care and their families, regardless of their ability to pay for care and support.

1.7 How this plan was developed

This plan was developed by:

- mapping the range of existing information and advice services, including independent financial advice providers
- working with key stakeholders to understand how their needs can best be met. Workshops were held with service users, statutory and voluntary sector providers and their views fed into this plan
- discussing it with key statutory bodies with an interest in care and support, e.g. Health and Wellbeing Board members including the Clinical Commissioning Group and Healthwatch

2. Who is likely to need information and advice?

While there is a duty to signpost residents to general information and advice, local evidence shows that there is higher demand than the rest of London on local adult social care services and a corresponding need for information and advice about care and support services (see Appendix 2).

The key factors are listed below:

- Barking and Dagenham scores highly against the deprivation index making the borough one of the most deprived in London.
- There is a large number of people under 65 living with long term conditions needing care and support.
- In the next 20 years the number of older people 85+ is likely to grow increasing the need to enable this group to plan for their care and support.
- There is a high proportion of young adults with learning disabilities whose transition needs must be planned for.
- The ethnic mix of local residents is significantly changing becoming more diverse, some of whom may need information and advice in languages other than English. The top ten languages other than English are subject to constant change.
- From 2016 the council will need to raise awareness of what the cap on care means for self-funders.

3. The current position locally

3.1 Current information and advice provision

A wide range of people and organisations are involved in the provision of information and advice locally. Some are paid and others are volunteers. Local people get information and advice in many ways.

Information and advice is available online on the council's website and on the [Care and Support Hub](#) for adults, which includes information about care and support options, provides details of personal assistants and information about activities to keep people active and improve their wellbeing. Children and young people and their families can access information on the council's website through the [Local Offer](#).

National websites such as NHS Choices, Age UK, Money Advice (MA) and the BBC provide web links to quality information and advice.

Face to face information and advice is available through the one stop shops, the libraries, leisure centres, council contact centres, GPs as well as from local voluntary and community organisations. In addition, social workers and other care and support staff provide information and advice on care and support services. The council's Intake and Access Team provides information and advice over the telephone, by email and, from time to time, face to face.

Information and advice services commissioned by the council are shown below.

Provider	Information and Advice provided
Barking & Dagenham CAB	CAB Barking office, Heathway Centre in Dagenham) and children's centres deliver generic advice to 5,000 residents
	Hate Crime reporting and case work
	Targeted debt advice service to families
DABD UK	Enhanced Welfare Rights advice delivering to 1,000 residents (sub-contractual arrangement from Barking & Dagenham CAB)
Carers of Barking and Dagenham	A targeted benefits and welfare advice to portage families (families of children with disabilities aged under 3)
	Parents in partnership (PIP) service - independent advice to children with statements
SEN- Pre-school learning alliance	Inclusion advice service for nurseries, advice to practitioners and settings about children

3.2 Mapping local information and advice provision

An initial mapping of local information and advice provision against the requirements and recommendations of the Care Act was undertaken. It shows:

- There are a variety of organisations providing information across most of the areas identified in the Act.
- No single organisation provides the full range of information advice.
- Some providers have client group specific services, whilst others do not.
- Information is available online, through leaflets and face to face from both universal and targeted services.
- The Care and Support Hub is the most comprehensive source.
- Generally the area in most need of development is independent financial advice on matters relating to care and support.

A detailed mapping of local information and advice provision is underway and will be used to inform future service developments.

4. Key findings and implications

The key findings from the mapping and stakeholders' views show that:

- i) The Care and Support Hub fulfils many of the information and advice requirements set out in the Care Act including safeguarding, advocacy and the Mental Capacity Act. However, further development of it is needed to make it the definitive source of information for service users, residents, partners and council staff and to enable it to support self-service and possibly self-assessment.

Development areas include:

- Financial advice i.e. capping, self-funders, independent financial advisers, access to befriending services
- Additional information about sheltered, supported and extra care housing
- Accessible information on how to raise safeguarding concerns
- Information on getting power of attorney, the court of protection, and becoming a deputy³
- Information on transition from children's to adult services and employment support for disabled adults
- More links to the information on Health and Wellbeing on the main website e.g. Culture and Leisure sections to the Care and Support Hub
- Information in a standardised format and ability to print directly from the Care and Support Hub

- ii) The council and partner organisations need to be aware of the information and advice each provide. A system needs to be put in place through which partners' information is signposted, linked and kept up to date.
- iii) Alongside digital provision, that there will be requests for face to face information and advice giving. Within the council, the Intake and Access Team and other services such as Libraries and Housing currently fulfil this role along with third sector providers such as CAB, DABD UK, Carers of Barking and Dagenham and others. It is important that these services provide accurate and relevant information and advice derived from one source.
- iv) As there are many providers of local information and advice, it is crucial that this is quality assured and accessible.

³ Deputies manage the personal welfare or the property and affairs of another person, who lacks the mental capacity to manage them themselves.

5. Ensuring good quality local information and advice

5.1 Vision and aim

Our **vision** is:

Delivering high quality, impartial information and advice supporting health and wellbeing

The **aim** of our approach is *‘to ensure that people who need help get the right help at the right time in a style that suits their needs’*.

Service users need to be able to access information and advice at crucial points in their care pathway. As part our approach to prevention we need to provide residents with information and advice to prevent, reduce and delay any care and support needs.

Key to this is ensuring that people get the ‘right’ information and advice at the ‘right time’.

5.2 The future of Information and Advice locally

Information and advice will continue be available online as set out in section 3.1 above. The council is developing the Care and Support Hub as the borough’s local directory alongside its Community Network Strategy which builds on the ‘digital by design’ approach providing local access points where it is intended that residents can find a wide range of information. The community network should include:

Community hubs: using buildings where the community comes together to deliver localised services and advice, with the support of the council. Each developing hub will be responsible for meeting the

specific needs of their local geographical area and promoting community self-help. Services may include: a children’s centre, library, sports facilities, job centre plus, benefits and housing advice. As part of this strategy options may include:

Community checkpoints: linked through community hubs, so that all residents are within walking distance (one mile) of community support. A checkpoint is any building or organisation that is willing to help local people to access information and services.

Community champions: at least one in each checkpoint – helping local people to access digital information and guidance from the checkpoint. Champions will be able to help meet the needs of different communities by signposting to relevant services.

CommunityConnect: aims to help residents find the right advice and support services available in their local area.

Care and Support staff will continue to provide tailored information and advice as part of the assessment and review process.

5.3 Financial advice

A key requirement of the Care Act 2014 is that each council must make sure that people are able to access financial information and advice which help them to plan and pay for their care.

To do this the council will ensure that its staff can actively describe the general benefits of getting independent financial information and advice and will direct people to sources of information and advice with appropriate expertise to deal with complex cases and issues such as debt, benefits, employment and housing.

Sources of independent financial information and advice will be signposted on the Care and Support Hub. Web links to approved national websites and regulated advisors will be listed.

5.4 Ensuring quality standards

As part of our approach to quality assurance, the Care and Support Hub will include information about the standard each individual information and advice provider meets. It is proposed that each provider listing will include reference to the following classifications:

- Care Quality Commission rating
- East London Solutions quality mark
- Subject to London Borough of Barking and Dagenham contract monitoring
- Council service
- Not rated

5.5 Principles

In developing our plan and any new information and advice service, Barking and Dagenham will apply the following principles⁴ taken from the *Think Local, Act Personal (TLAP)*⁵ programme.

Principles

- Involve people who use services and carers in determining what is needed and how it is provided
- Be available at the right time for people who need it, in a range of formats and through a range of channels
- Meet the needs of all groups
- Be clear, comprehensive and impartial
- Be consistent, accurate and up-to-date
- Meet quality standards
- Be based on a detailed analysis of the needs of the local population served by the council
- Be commissioned in tandem with advice, support and advocacy services.
- Avoid reinventing the wheel
- Signpost people to sources of further information
- Be used to inform future planning

⁴ <http://www.thinklocalactpersonal.org.uk/library/AllPrincipalsFINAL.pdf>

⁵ TLAP is a national partnership transforming health and care through personalisation and community-based support and is working to help councils prepare for the introduction of the Care Act.

5.6 Priorities

Following an analysis of local need and a review of current information and advice provision the local priorities below have been identified.

Priorities

- Ensure there is a **comprehensive range of information and advice about care and support** available locally
- Ensure all digital and face to face information and advice is **accurate, up to date, easy to understand, and consistent with other sources of information**
- Offer **tailored information and advice about care and support (in a variety of formats) whenever possible** to help individuals understand their range of options
- Work with key information and advice providers from all sectors to improve the **co-ordination of information and advice locally**
- Develop and promote the **Care and Support Hub** as the borough's web based local directory
- **Transform information and advice provision** in line with the council's 'digital by design' approach to ensure quick, efficient and localised signposting

An action plan for 2015-16 showing the key activities to deliver these priorities is included as Appendix 3. As a living document the action plan will evolve during the year and a new action plan for 2016-18 will be developed.

6. Monitoring the plan

The Care Act says that:

"Information and advice should only be judged as clear if it is understood and able to be acted upon by the individual receiving it."

This information and advice plan covers the period 2015-18. It will be monitored through additional questions to the annual adult social care user survey. Information will be collected as part of regular contract monitoring of services commissioned by the council.

Appendices

Appendix 1: Information and advice must dos

Appendix 2: Demographic facts and social care need

Appendix 3: High level information and advice action plan 2015-2018

Appendix 1: Information and Advice must dos

#	Category	Duty	Paragraph #
1.	Core duty	Local authorities must : “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”.	3.2
2.	Core duty	The local authority has an active and critical role in the provision of information and advice and must take an active role.	3.3
3.	Range of information	The local authority must ensure that information and advice services established cover more than just basic information about care and support and cover the wide range of care and support related areas set out in paragraph 3.22 below.	3.5
4.	Identifying people who may benefit from financial information and advice	Local authorities must also have regard to identifying people that contact them who may benefit from financial information and advice independent of the local authority and actively facilitate those people to access to it (see paragraph 3.49)	3.6
5.	Involving the person Providing advocacy	Separately 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 chapter 7).	3.6
6.	Core duty	Local authorities must establish and maintain a service for providing people in their areas with information and advice relating to care and support for adults and support for carers.	3.11
7.	Universal provision	The information and advice service must cover the needs of all its population, not just those who are in receipt of local authority funded care or support.	3.11
8.	Role of LA as provider	It is important to recognise that while local authorities must establish and maintain a service, the duty does not require they provide all elements of this service.	3.14
9.	Tailoring offer	In providing information and advice, local authorities must recognise and respond to the specific requirements that carers have for both general and personal	3.17

#	Category	Duty	Paragraph #
		information and advice.	
10.	Accessibility	The local authority must ensure that there is an accessible information and advice service that meets the needs of its population. Information and advice must be open to everyone who would benefit from it.	3.18
11.	Timeliness	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. 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, and omission or the withholding of information would be at odds with the duty as set out in the Act	3.21
12.	What should be provided – information and advice content	<p>In discharging this duty, local authorities must ensure that information and advice is provided on:</p> <ul style="list-style-type: none"> • the care and support system locally –about how the system works. An outline of what the ‘process’ may entail and the judgements that may need to be made. Including specific information on what the assessment process, eligibility, and review stage is, • how to complain or make a formal appeal to the authority, what they involve and when independent advocacy should be provided and be widely available. This also includes wider information and advice to support individual wellbeing (see paragraph 3.25); the charging arrangements for care and support costs (utilising current and developing national resources (see paragraphs 3.66-3.67); how a person might plan for their future care and support needs and how to pay for them, including provision for the possibility that they may not have capacity to make decisions for themselves in the future; • how to access the care and support available locally – where, how and with whom to make contact, including information on how and where to request an assessment of needs, a review or to complain or appeal against a decision; • the choice of types of care and support, and the choice of care providers available in the local authority’s area – including prevention and reablement services and wider services that support wellbeing. Where possible this should include the likely costs to the person of the care and support services 	3.23

#	Category	Duty	Paragraph #
		<p>available to them. This should also include information on different types of service or support that allow people personal control over their care and support for example, details of Independent Service Funds, and direct payments (see chapter 4 on market shaping and commissioning);</p> <ul style="list-style-type: none"> • how to access independent financial advice on matters relating to care and support – about the extent of their personal responsibilities to pay for care and support, their rights to statutory financial and other support, locally and nationally, so that they understand what care and support they are entitled to from the local authority or other statutory providers. Including what information and advice people may wish to consider when making financial decisions about care so that they can make best use of their financial resources and are able to plan for their personal costs of care whether immediately or in the future. (See paragraphs 3.34-3.45.); • how to raise concerns about the safety or wellbeing of an adult with care and support needs (and also consider how to do the same for a carer with support needs) (see paragraphs 3.49-3.50). 	
13.	Range of info and advice	The breadth of the circumstances under which information and advice must be provided, and the overall duty to promote individual wellbeing, means that local authorities must ensure that the subject matters covered by their information and advice available to people in their areas go much further than a narrow definition of care and support and cover all those subject matters listed in paragraph 3.22 above.	3.24
14.	Working in partnership	Local authorities, working with their partners must use the wider opportunities to provide targeted information and advice at key points in people’s contact with the care and support, health and other local services.	3.26
15.	Client groups	<p>Local authorities must ensure that their information and advice service has due regard to the needs of these people. These include, but are not limited to:</p> <ul style="list-style-type: none"> • people with sensory impairments, such as visual impairment, deafblind and hearing impaired; • people who do not have English as a first language; • people who are socially isolated; • people whose disabilities limit their physical mobility; • people with learning disabilities; • people with mental health problems. 	3.30

Information and Advice Plan and action plan

#	Category	Duty	Paragraph #
16.	Formats/channels	In providing an information and advice service, local authorities must be providing more than just leaflets and web-based materials. The focus should be on enabling people to access what they need through a tailored range of services that assists people to navigate all points and aspects of their journey through care and support.	3.35
17.	Financial info and advice	The service that local authorities are required to establish and maintain must include financial information and advice on matters relevant to care and support.	3.38
18.	Signposting to independent financial advice.	However, where it would not be appropriate for a local authority to provide it directly, the local authority must ensure that people are helped to understand how to access independent financial advice.	3.38
19.	Identifying those who would benefit from financial info and advice.	The local authority must have regard to the importance of identifying those who may benefit from financial advice or information as early as possible.	3.39
20.	Understanding of charging arrangements	The local authority must provide information to help people understand what they may have to pay, when and why and how it relates to people's individual circumstances. This must include the charging framework for care and support, how contributions are calculated (from both assets and income) and the means tested support available; top-ups (see chapter 8 on charging); and how care and support choices may affect costs.	3.43
21.	Ways to pay	The local authority must provide people with information on the availability of different ways to pay for care including through income and assets (e.g. pension or housing wealth), a deferred payment agreement (see chapter 9 on deferred payment agreements), a financial product or a combination of these things.	3.44
22.	Supporting financial decision-making	The local authority must support people to make informed, affordable and sustainable financial decisions about their care throughout all stages of their life. In many situations the role of the local authority will be to understand the circumstances of the person, understand their preferences and help them to access the tailored information and advice that they need to make well-informed decisions. 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	3.46

Information and Advice Plan and action plan

#	Category	Duty	Paragraph #
		Attorney acting on their behalf.	
23.	Ways to pay	The local authority must offer to consider a person's specific circumstances and provide them with information about the methods of paying for their care and support that may be available to them.	3.47
24.	Safeguarding	The local authority must provide information and advice on how to raise concerns about the safety or wellbeing of an adult who has needs for care and support and should support public knowledge and awareness of different types of abuse and neglect, how to keep yourself physically, sexually, financially and emotionally safe, and how to support people to keep safe. The information and advice provided must also cover who to tell when there are concerns about abuse or neglect and what will happen when such concerns are raised, including information on how the local Safeguarding Board works.	3.53
25.	Complaints	The local authority must make its own arrangements for dealing with complaints in accordance with the 2009 regulations. As an essential part of how the whole system operates, under the 2009 Regulations the local authority's arrangements must ensure that those who make complaints receive, as far as reasonably practicable, assistance to enable them to understand the complaints procedure or advice on where to obtain such assistance.	3.54
26.	Integration and co-operation	The local authority must exercise its functions under the Care Act, including the duty to provide an information and advice service, with a view to integrating care and support provision with health and health-related issues (including housing). It must also co-operate more generally with each of its relevant partners taking account of their respective functions (see chapter 15). The Local Government and Public Involvement in Health Act 2007 (as amended by the Health and Social Care Act 2012), provides that local authorities are under a duty to work with their local CCGs, and other partners through the Health and Wellbeing Board to undertake Joint Strategic Needs Assessments for their areas and to develop Joint Health and Wellbeing Strategies.	3.57

Appendix 2: Demographic facts and social care need

In planning our approach the council needs to understand who the residents and service users are in order to meet their information and advice needs. The following sections identify those who are most likely to need information and advice about their care and support.

1. Key demographic facts¹

- The 2011 Census shows that the population has increased by 22,000 to 185,900 between 2001 and 2011. It is expected to grow by a further 20% over the next 20 years.
- The proportion of white British residents decreased from over 80% to 49%; there was an increase in residents from black and minority ethnic groups (black African - 293%; Bangladeshi - 1000%). This will result in an increase of BME residents aged 65+.
- In the last two years there has been an increase in the number of requests made for translating and interpreting services from 1688 in 2012-13 to 2789 in 2013-14. The first quarter of 2014-15 shows that the number of requests has continued to increase.
- There has been little change in the top ten languages requested for translation during 2012-13 and 2013-14 with Lithuanian, Portuguese and Romanian in the top three. In 2013-14 4% of the requests for interpreting were for British Sign Language.
- There has been a slight decrease in the number of people aged 65+ to approximately 19,700 older people; however there is predicted to be an increase in people aged 85+.
- In 2010, 7,534 people aged 18 to 64 years were living with a moderate physical disability and 2,100 with a serious physical disability in the borough. By 2015, there will be an additional 272 people of working age with moderate physical disability and 60 with serious physical disability.
- More people of working age in Barking and Dagenham (6.61%) than in London (4.89%) or England (5.6%) reported in the 2011 Census that their 'day-to-day activities are limited a lot'.
- The local population has significant health problems, at rates higher than other areas of London for conditions such as heart disease, diabetes and respiratory disease.

¹ This is information from the Joint Strategic Needs Assessment and updates prepared for the Local Account and *Adult Social Care: Understanding Demand in the (Older) Population of Barking and Dagenham* Final Report, London Metropolitan University 2014

Appendix 3: High Level Information and Advice Action Plan 2015-16

As a living document the action plan will evolve during the year and a new action plan for 2016-18 will be developed.

Priorities	Key Activities	Resources	Who	By when
1. Ensure there is a comprehensive range of quality information and advice about care and support available locally	1.1 Identify gaps in provision	Within existing resources	Mark Tyson	31.03.15
	1.2 Review existing contracts	Within existing resources	Mark Tyson	30.06.15
	1.3 Identify/commission means of co-producing information and advice to fill identified gaps	Within existing resources	Mark Tyson	30.09.15
2. Ensure all digital and face to face information and advice is accurate, up to date, easy to understand, and consistent with other sources of information	2.1 Ensure that the council's website includes up to date clearly signposted information on health and wellbeing	Within existing resources	Council Web Team	Ongoing
	2.2 Develop a suite of factsheets which can be printed as required from the Care and Support Hub including on: <ul style="list-style-type: none"> • information on the care and support system locally • how to access the care and support system locally • costs of care and deferred payment scheme • access to independent financial advice • people with no recourse to public funds • how to make a complaint • how to raise safeguarding concerns • information for self funders • information for carers • employment support • housing options • befriending services • meeting translation and interpreting needs • transition from children's to adults' services • Court of Protection • Power of Attorney • becoming a deputy⁶ • online self assessment 	Temporary resource	Care Act Team	31.03.15
	2.3 Develop a service charter and easy read version	Temporary resource	Care Act Team	31.03.15
	2.4 Ensure that information and advice is available in accessible formats <ul style="list-style-type: none"> • Community languages in with our translation and 	Within existing resources		

⁶ Deputies manage the personal welfare or the property and affairs of another person who lacks the mental capacity to manage them themselves.

Information and Advice Plan and action plan

Priorities	Key Activities	Resources	Who	By when
	interpreting provision <ul style="list-style-type: none"> Large print, audio Easy read 		J Davis Jane Norris	31.03.15 30.06.15
3. Offer tailored information and advice about care and support (in a variety of formats) whenever possible to help individuals understand their range of options	3.1 Consider the role of the Intake and Access Team in providing information and advice in relation to the one stop shops, call centre and clusters	To be agreed	Care Act Team with operational managers	31.03.15
	3.2 Develop a range of materials to support the assessment process e.g. letters, personalised information	Within existing resources	Bruce Morris	30.04.15
	3.3 Ensure IT systems (AIS and FACE) are developed to meet Care Act requirements (eligibility, assessment, care planning and review) there is the facility to electronically provide information and advice at every stage of the customer journey	To be agreed	Bruce Morris with IT Sub Group	31.03.15
	3.4 Ensure that staff are informed about all local information and advice services available to residents	Within existing resources	Bruce Morris Glynis Rogers	31.03.15
4. Work with key information and advice providers from all sectors to improve the co-ordination of information and advice locally	4.1 Set up regular sessions with providers to discuss information and advice	Within existing resources	Mark Tyson	First meeting: 19.02.15
	4.2 Encourage providers to use the Care and Support Hub as the most up-to-date source of local information and advice and include a link to the Hub on their websites	Within existing resources	J Davis	Ongoing
	4.3 For all voluntary sector providers commissioned by the council, include a requirement to: <ul style="list-style-type: none"> Provide information and advice which is Care Act compliant in terms of content, accessibility and proportionality Use the Care and Support Hub as the source of the most up to date information Provide performance information to enable the council to monitor the quality of information and advice provided 	Within existing resources	Mark Tyson	From 31.03.15 (in the next commissioning cycle)
	4.4 Investigate developing arrangements with SOLLA ⁷ registered advisors to provide financial advice locally	Within existing resources	Mark Tyson	30.04.15

⁷ Society of Later Life Advisors (SOLLA)

Information and Advice Plan and action plan

Priorities	Key Activities	Resources	Who	By when
5. Develop and promote the Care and Support Hub as the borough's web based local directory	5.1 Work with Open Objects to identify additional functionality to enable, for example, self assessment and care cost calculations	Within existing resources	Mark Tyson	28.02.15
	5.2 Promote the Care and Support Hub as the source of information to staff and face to face information providers	Within existing resources	Operational managers	Ongoing
	5.3 Develop a professional zone on the Care and Support Hub	Within existing resources	J Davis	31.03.15
	5.4 Develop i-learn induction module on the Care and Support Hub for staff and partners and include it in induction for new staff	To be agreed	Training Manager	30.06.15
	5.5 Undertake an initial content review and improve the search facility of the Care and Support Hub	Within existing resources	Mark Tyson	31.03.15
	5.6 Develop a rolling programme for ongoing content review and updates including identifying content owners	Within existing resources	J Davis and services	31.03.15
	5.7 National and local contacts: create a page that can be accessed from the Care and Support Hub home page including links for information and advice	Within existing resources	J Davis	31.03.15
	5.8 Encourage care and support providers not currently listed on the hub to register their details	Within existing resources	J Davis	Ongoing
	5.9 Include quality mark for each provider listed on the Care and Support Hub	Within existing resources	Monica Needs with J Davis	Ongoing
	5.10 Produce a short step-by-step guide for providers on how to register in order to create a profile on the Care and Support Hub	Within existing resources	J Davis	28.02.15
	5.11 Consider links between the Care and Support Hub and the Community Network Strategy including: <ul style="list-style-type: none"> • Ensure there are clear links signposting to and from CommunityConnect and the Care and Support Hub • Offer training on Care and Support Hub to Community Champions 	Within existing resources	Mark Tyson	31.03.16 28.02.15 31.03.16

Information and Advice Plan and action plan

Operational Priorities	Key Activities	Resources	Who	By when
6. Liaise with partners to ensure information and advice is kept up to date	6.1 Identify an extra resource to develop and maintain web content including the care and support hub (This might be a shared partner resource.)	To be agreed	Mark Tyson	30.04.15
7. Develop Action Plan for 2015-18	7.1 Review progress on 2015-16 priorities <ul style="list-style-type: none"> • Include questions on information and advice in the annual adult social care user survey • Review information collected as part of regular contract monitoring • Carry out a mystery shopping exercise 	Within existing resources	Karen West Whyllie & Mark Tyson	31.03.16
	7.2 Identify new priorities	Within existing resources	Karen West Whyllie & Mark Tyson	31.03.16
8. Develop a 2015-16 communication plan for residents, partners and staff	8.1 Inform staff and partners of funding reforms to begin in 2016	Within existing resources	Ellen Doran with Care Act Team	30.04.15
9. Prepare for the introduction of new financial arrangements	9.1 Develop a suite of factsheets which can be printed as required from the Care and Support Hub including: <ul style="list-style-type: none"> • Individual personal budgets • Cap on care • Appeals system • Extended means tests • Care Accounts • Top up payments 	Within existing resources	Mark Tyson Bruce Morris	31.12.15
	9.2 Train staff on new financial arrangements	To be agreed	Care Act Programme Board Financial and Workforce sub groups	31.3.16