

1. SCOPE OF SERVICE

- 1.1 The Service Provider will provide the Services in the following Districts: Burnley, Hyndburn, Pendle, Ribble Valley and Rossendale.

2. SERVICE SPECIFICATION

- 2.1 This Services laid out in this Schedule 1 set out the core components of Help Direct and should be considered to be the *minimum requirements* placed upon the Service Provider in delivering this Agreement.
- 2.2 The Services will be delivered by the Service Provider in line with their staffing and service delivery structure (as of Nov 2008), though this may change over the Contract Term as Help Direct develops.
- 2.3 The Service Provider will be required at all times to work closely with LCC to further develop the Services outlined in this Schedule 1 throughout the Contract Term. Help Direct is seen as an evolving, organic approach to meeting some individual and community needs and will develop out of partnership working and innovative thinking.

3. GENERAL SERVICE REQUIREMENTS

The Service Provider will:

- 3.1 Ensure that the Services are accessible to all adult people within the Districts.
- 3.2 Aim to meet appropriate nationally recognised standards for information and advice services.
- 3.3 Develop and agree with the Adult & Community Services Directorate, standards for referral response times pursuant to paragraph 6 below.
- 3.4 Work together with the Adult & Community Services Directorate and other relevant organisations to actively promote Help Direct and raise its profile across Lancashire.
- 3.5 Consult citizens within the area of Lancashire specified in clause 3.1 of the Agreement Conditions regularly regarding the development of the Services to ensure it meets their needs, and communicate that feedback to the LCC.
- 3.6 The Service Provider will secure dedicated premises or space in existing premises (the "Premises") within each of the Districts to provide a base for Help Direct.
- 3.7 The Premises will be both highly visible to the public and easily accessible by public transport.
- 3.8 The premises should also be accessible and welcoming to people with disabilities, sensory impairments or mental health problems and be able to accommodate any associated equipment.
- 3.9 The Service Provider will ensure that the Services:
- can be provided in other premises in the District, both public and private.
 - are provided in or linked with local community resources (libraries, community centres, neighbourhood offices, health and well-being centres).
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- 3.10 The Service Provider will provide a named day to day operational manager with whom officers of the Adult & Community Services Directorate can liaise.

4. SERVICE AVAILABILITY

- 4.1 The Service Provider will ensure that the Services are initially accessible, as a minimum, from 9.00am until 5.00pm from Monday to Friday and Saturday mornings from 9.00am until 1.00pm.
- 4.2 As the Services develop, the Service Provider will be required to enhance those initial times stipulated in paragraph 4.2 (above) to meet the requirements of customers, subject to the availability of resources to do so.
- 4.3 During these Times, the Service Provider should be able to receive and respond to callers, receive telephone enquiries, and receive and make referrals to other agencies both by telephone and electronically.
- 4.4 As part their telephony arrangements, the Service Provider will publicise and make use of 0300 numbers, to enable low cost phone calls from the public.
- 4.5 Outside those times stipulated at paragraphs 4.1 and 4.2 (above), the Service Provider will provide an automated message service capable of recording enquiries, with all callers receiving a response within a reasonable timeframe. It is anticipated that this will be on the same or next working day wherever possible.
- 4.6 The Service Provider should build up collaborative arrangements with other local organisations and information services, as well as the County Council's Customer Service Centre, to enhance the Services. This will be supported by LCC as necessary.
- 4.7 The Premises will shut for Bank Holidays and other Public Holidays but be otherwise staffed as appropriate, including for example between Christmas and New Year..

5. DELIVERY OF SERVICES

- 5.1 The Service Provider must establish a workforce that is of sufficient size to adequately provide the Services offered (and broadly in accordance with the outline proposal submitted as part of the Service Provider's Tender).
- 5.2 The Service Provider shall ensure that their workforce should have not only good local knowledge of services, initiatives and schemes in the Districts, but should also have awareness of the different community cultures including, for example, the deaf community.
- 5.3 The Service Provider will only recruit and/or employ staff who are suitably qualified and/or trained for the work they carry out.
- 5.4 The Service Provider will have in place an identifiable training policy which demonstrates a commitment to staff development, and the maintenance of professional knowledge and competence. Each employee should have a programme that identifies his or her training needs (in-house and/or external courses) on a developmental basis.
- 5.5 The Service Provider will ensure that people who have a sensory impairment are enabled to access to Service.
- 5.6 The Service Provider must have a volunteer policy which sets out standards for recruiting, training and supporting or commissioning Volunteers. Volunteers must not be recruited to an unsuitable role nor be used as a permanent or long term substitute for paid staff. Volunteers may, however, be used to supplement paid staff where appropriate to enable Volunteers to develop and learn new skills and the Service Provider should actively work towards providing Volunteers access to employment through volunteering leading on to paid employment within a similar environment.
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- 5.7 The Service Provider will develop an appropriate policy on Criminal Records Bureau checks. As a minimum, all staff employed in connection with the provision of the Services, including Volunteers, who are actively involved in working directly with vulnerable people must be subject to an enhanced disclosure from the Criminal Records Bureau.
- 5.8 The Service Provider will ensure that there is appropriate back up to cover the planned absence of their employees (including Volunteers) and will notify LCC's nominated officer of any posts that are vacant and of any long term sickness that may impact on the delivery of the Services.
- 5.9 In the event of any long term absence or reduction in staffing levels due to a vacant post or posts that results in a reduction in the Services, the LCC shall retain the right to proportionately reduce the Fee or negotiate an extension to the Contract Term at no additional cost.
- 5.10 The Service Provider will recruit, train and manage (or commission or sub-contract) staff to complete the following functions, designated as '**Information and Signposting Workers**' (or any alternative appropriate designation chosen by the Service Provider).
- provide information, support and guidance to the citizens of Lancashire about practical help and opportunities available related to improving wellbeing and independence
 - update and expand the Wellbeing Directory (see 7.1)
 - develop and manage a follow-up and tracking service to ensure people are satisfied with the services they choose. (see 6.5)
 - provide these services in such a way that people are enabled to do more for themselves
- 5.11 The Service Provider will recruit, train and manage (or commission or sub-contract) staff to complete the following functions, designated as "**Outreach Workers**" (or any alternative designation chosen by the Service Provider):
- seek out Relevant Individuals;
 - provide Relevant Individuals with support and home visits;
 - make links with GPs, primary health care and other key service providers to enhance the Services to be provided to Relevant Individuals;
 - make links with a range of community and neighbourhood-based initiatives designed to empower individuals and support their participation in their local community;
 - establish and support small self help groups where necessary;
 - support local communities to improve well-being and quality of life, particularly in the rural villages and deprived urban areas.
- 5.12 The Service Provider will formulate and action innovative ideas and approaches to developing the roles of Outreach Worker and Volunteer. In doing so, consideration will be had to the fact that the Services are to be provided in both urban and rural locations; and to black and ethnic minority communities or migrant workers and their families. In the execution of this requirement, establishing relationships with existing local organisations (for example neighbourhood management teams; relevant community-based activities and social enterprises; district based regeneration and housing action initiatives) will be essential.
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6. CORE SERVICE REQUIREMENTS

6.1 General

There are four core service elements to be delivered by the Service Provider: Outreach and Community Development, 1st Contact Network, Information and Signposting and Accessing Practical Help and Support. A diagram showing the key elements and connections for the Services is attached at APPENDIX 3.

6.2 Outreach and Community Development

- 6.2.1 The Service Provider will carry out outreach and community development initiatives described below at 6.2.2 and 6.2.3 through the use of Outreach Workers
- 6.2.2 The Service Provider will ensure that Relevant Individuals are able to access available support services, schemes and initiatives in a way which is helpful and appropriate to their circumstances.
- 6.2.3 Outreach Workers will seek out Relevant Individuals and introduce them to local community services, linking into and developing local community initiatives.

6.3 1st Contact Network.

- 6.3.1 The Service Provider will work with LCC and a network of local agencies to provide a '1st Contact' referral service to identify Relevant Individuals (the "1st Contact Network")
- 6.3.2 The aim of the 1st Contact Network will be to
 - ensure that its members are able to identify and refer on through Help Direct, Relevant Individuals who might be at risk of becoming less independent or who have 'lower level' needs that are unmet.
 - have 'champions' in each agency (Network member) to encourage awareness of Help Direct and make use of the 1st Contact Network across all relevant staff.
 - raise awareness of low level needs and encourage all staff from its member agencies to think beyond their own agency's concerns when they are first in contact with a Relevant Individual
 - to help the Relevant Individual access the support they need to resolve the problem presented and to complete this with the minimum appropriate levels of intervention and the lowest number of agencies intervening.
 - Ensure that all Network member agencies have a broad based knowledge of what help is available and how to access it.
- 6.3.3 The Service Provider will assist with the implementation of the 1st Contact Network and ensure that its tracking system for incoming referrals provides the referee with the follow-up information they need.
- 6.3.4 The 1st Contact Network is an evolving programme of work and the Service Provider will be expected to contribute to its development and improvement

6.4 Information and Signposting.

- 6.4.1 The Service Provider will be responsible for delivering relevant information, assisting with access to support and guidance in each District Council locality.
 - 6.4.2 The Service Provider will accurately maintain, update and, where possible, improve a directory of well-being and other services in each district (a "Well-being Directory").
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- 6.4.3 The Service Provider shall also co-ordinate and link with other relevant information databases to assist with delivering as full a service as possible.
- 6.4.5 The Service Provider will within their Premises, house a range of resources to ensure that Relevant Individuals have access to all possible strands of information and help in order to assist with delivering the Services.
- 6.4.6 The Service Provider will provide information and guidance to Relevant Individuals about practical help and opportunities related to improving well-being and independence
- 6.4.7 The Service Provider will either check Relevant Individual's entitlement to benefits themselves or refer to alternative agencies for this purpose.
- 6.4.8 The Service Provider will provide information in a way that is appropriate to and accessible by people with disabilities, sensory impairments or mental health problems and will link to advocacy services where these are required.
- 6.4.9 The Service Provider will facilitate the provision of all the information and advice services under this Agreement to people whose first language is not English,

6.5 Accessing Practical Help and Support.

- 6.5.1 The Service Provider will provide access to a wide range of practical support services that are currently available to assist Relevant Individuals in maintaining independent living arrangements.
- 6.5.2 The Service Provider will help develop such schemes or initiatives as are required to meet identified gaps as agreed with LCC. **Appendix 4** sets out the broad range of schemes and initiatives included under Help Direct, though this list is by no means exhaustive.
- 6.5.3 The Service Provider will develop Help Direct so that referrals can be received from:
 - a. people who walk in, telephone, e-mail or use SMS texting
 - b. people who complete either a hard copy or electronic self referral form
 - c. people who are referred or signposted from the First Contact Network or from other organisations including (but not limited to) Local Authority One-Stop Shops, LCC Customer Service Centre, Primary Care Trusts, Citizens Advice Bureau, General Practitioners, Fire and Police Services
 - d. social workers at the point of assessment
 - e. carers, general public, other local service providers not outlined above e.g. Post Offices, Hairdressers
 - f. others as appropriate
- 6.5.4 The Service Provider shall ensure that the above-listed methods of referral at paragraph 6.5.3 are available to those Relevant Individuals with disabilities, sensory impairments or metal health problems as far as possible.
- 6.5.5 On receipt of a referral as specified above or by any means adopted by the Service Provider pursuant to this Agreement, the Service Provider will then:-
 - a. offer the Relevant Individuals information and guidance about schemes, services, initiatives and provisions including access to practical help or further specialist advice as required.
 - b. refer the Relevant Individual onto an appropriate body where, in the judgement of the Information and Signposting Worker or the Outreach Worker, the Relevant Individual requires a full assessment of their needs

- c. offer a follow-up or tracking service to ensure that those referred Relevant Individuals are getting the help they need.
- 6.5.6 The Service Provider will co-ordinate access to schemes, services, initiatives and provisions, making direct contact where appropriate on behalf of the Relevant Individual.
- 6.5.7 The Service Provider will build up the network of schemes, services, initiatives, provisions and contacts to assist with the delivery of the Services.
- 6.5.8 The Service Provider will identify and map gaps in provision or gaps in capacity and promote business development to ensure that, wherever possible, there are sufficient local traders and service providers to meet demand.
- 6.5.9 The Service Provider will co-ordinate with the Home Improvement Agencies (HIAs) to ensure that there is good access to reliable small businesses and handyperson schemes.
- 6.5.10 The Service Provider will co-ordinate with Trading Standards for access to the Safe Trader Scheme.
- 6.5.11 The Service Provider will gather intelligence about gaps in the provision of these direct services
- 6.5.12 The Service Provider will enable and support business development with a view to meeting these gaps, which includes social enterprises and LCC's Voluntary, Community and Faith Sector opportunities and seeking out other resources where appropriate.

7. THE WELLBEING DIRECTORY

- 7.1 The Wellbeing Directory will initially be held by and data will be maintained by LCC.
 - 7.2 The Service Provider will be responsible for updating and expanding the content of the Wellbeing Directory by inputting such local schemes, services initiatives and provisions as they find.
 - 7.3 In complying with paragraph 7.2 the Service provider will take all reasonable steps to quality check the information on such schemes, services, initiatives and provisions and map the same on a district by district basis.
 - 7.4 The Service Provider will make best use of the Wellbeing Directory to provide information, advice and access to practical help to those Relevant Individuals referred pursuant to paragraph 6.5 (above) by searching effectively for information from the Wellbeing Directory and comparing with a range of other resources which will enable the Service Provider to ensure, a co-ordinated approach to providing information
 - 7.5 The Directory will have two levels of user access roles for the Service Provider. The higher level provides access to the reports and maintenance screens as well as the usual searching pages. The lower level provides access to the search pages only. There should be at least one person in each district (at those premises outlined in paragraph 3.6 above) who has higher-level access and is made responsible for maintaining the Directory and its content for that area
 - 7.5 Responsibilities for Higher Level Access to the Wellbeing Directory:-
 - a. Each Service Provider will ensure that there is capacity to run District based reports to show which schemes, services initiatives and provisions they are responsible for maintaining up to date information for, and should run this regularly.
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- b. The Service Provider within each District is responsible for maintaining the quality of data linked to that District including accuracy of information e.g. availability and eligibility.
- c. The Service Provider within each District has a responsibility to expand the Wellbeing Directory content for that District. This data should be informative and accurate and contain information about eligibility criteria, availability information, cost, referral method, and quality assurance where appropriate
- d. All of the information for a new scheme, service, initiative or provision should be available before being added to the Wellbeing Directory.
- e. Any scheme, service, initiative or provision which has received negative feedback from any individual with lower level access, should be investigated and findings reported to the organisation responsible for that scheme, service, initiative or provision within 5 working days. If further negative feedback is received, the Service Provider should take appropriate and proportionate action. This may include asking the scheme, service or provision to develop and implement an improvement plan or working with the scheme, service or provision to develop an improvement plan. The Service Provider may also consider temporarily or permanently removing the entry from the Wellbeing Directory. Any decision taken should be communicated openly to the scheme, service, initiative or provision.
- f. A report should be run every 3 months to show how many schemes, services, initiatives or provisions have been added and deleted by the Service Provider in each District in this time. Any deletions from the Directory should be reviewed and should not be put back on the Directory until the original issues have been resolved. Any new additions to the Directory should be reviewed for quality assurance purposes.
- g. The Service Provider in each District should make regular use of the Directory's available report facilities to check and resolve any problems with data and to maintain a consistent, quality service.

7.6 Responsibilities for Lower Level Access to the Wellbeing Directory

- a. 'Lower level access' provides access to the search pages only and those employees using the lower level access should report any incorrect information about a scheme, service, initiative or provision or any negative feedback received about any scheme, initiative or provision by using the feedback button available on the Wellbeing Directory. This should be followed up within 5 working days by the person with higher level access in that District.

8 WORKING IN PARTNERSHIP WITH OTHER HELP DIRECT PROVIDERS

8.1 The Service Provider will be expected to make links and develop positive working relationships with other Help Direct providers in Lancashire, in order to explore opportunities to share costs, for example around publicity campaigns, or share good practice or share potential service developments.

8.2 The links outlined above at paragraph 8.1 will emerge out of

- a. each provider's continued commitment to the learning set which has been established by LCC
- b. various service development or working groups
- c. joint development work on specific themes, or
- d. through the work that takes place in the Governance Framework

9 WORKING WITH THE ADULT AND COMMUNITY SERVICES DIRECTORATE

9.1 The Adult and Community Services Directorate as part of LCC are committed to the continued development and improvement of Help Direct. The Service Provider is required to work closely with the Directorate's Development and Commissioning Officers from the Well-being

and Prevention Team and with other nominated officers to develop and enhance the Service to meet changing levels of demand and priorities.

- 9.2 The Service Provider will be required to provide information to the Directorate's Development and Commissioning Officers regarding the delivery of the Service, as set out in Schedule 3.
- 9.3 The Service Provider will also contribute to the work to be undertaken by the University of Central Lancashire's research consultants on measuring the benefits of Help Direct.

10 WORKING WITH STAKEHOLDERS

- 10.1 The Service Provider will develop their own arrangements for obtaining feedback from members of the public or statutory services or partner agencies across the Districts, though these should in line with the Help Direct Governance Framework (**APPENDIX 7**).
- 10.2 In practice, the views of people and Relevant Individuals who might use Help Direct or who speak on behalf of them will be listened to or gathered in a variety of different ways, identified in the Governance Framework as 'Eyes and Ears' work.
- 10.3 Evidence should be gathered and made available by the Service Provider to demonstrate that outside bodies and individuals have had an opportunity to influence and shape Help Direct and that these views have made a difference.
- 10.4 The Service Provider will develop links with the most appropriate thematic working group of each District's Local Strategic Partnership and with any other Partnership Boards and Forums that exist in the Districts.
- 10.5 Either directly or through their partners, the Service Provider will also work with Black and Minority Ethnic organisations from the Voluntary Community and Faith sector and encourage them to participate and share resources to provide appropriate Services to all local communities

11 LOCAL GOVERNANCE ARRANGEMENTS

- 11.1 The Service Provider will ensure that each Help Direct service in each local authority district will fit with the Help Direct Governance Framework (**APPENDIX 7**).
- 11.2 Each district based Help Direct service will have an implementation group to support its development and to act as a reference point for the delivery and improvement of the Services in each District. These are referred to in the Governance Framework as 'Getting it right – Getting it done' groups.
- 11.3 In addition, a strategic reference group will be established across each Primary Care Trust (PCT) footprint area to manage the links with the PCTs, the District Councils and the Health & Well-being Boards. These are referred to in the Governance Framework as 'Strategic Fit' groups.

Membership and terms of reference are included in APPENDIX 7.

12 PROMOTING AND MARKETING HELP DIRECT

- 12.1 The Service Provider will vigorously promote and market Help Direct in ways which produce the most effective results. These include:-
 - a. Identifying a point of need and creating a (social) marketing campaign which takes Help Direct out to where people live or work or congregate. This means working through advocates, local champions, community leaders, churches, mosques, community centres etc.
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- b. Developing and maintaining a range of promotional material in relation to the Service including printed information and advisory leaflets, which are to be updated annually or more often if required.
- c. Devising marketing and publicity material. However, Service Providers must at all times use the agreed Help Direct logo (as can be seen at **Appendix 9**); the Service Provider must comply with the Branding Guidelines and must phrase their material in line with the ethos and aspirations of Help Direct. Branding Guidelines are being developed and will effectively be an additional Appendix to this contract.
- d. New material should be cleared with the 'Strategic Fit' group (see 11.3 above) or the appropriate Development and Commissioning Officer for Well-being and Prevention. The Service Provider will contribute to a joint launch of 1st Contact Networks and Safe Traders when these components are ready for launch.
- e. Making promotional material available in a range of accessible formats to meet the needs of all service user groups within Lancashire's diverse population.

12.2 Publicity, leaflets and signage in line with the Help Direct Branding Guidelines (**Appendix 9**) will be used to publicise Help Direct through a range of local media.

12.3 In its publicity material, the Service Provider shall acknowledge that the Funding has been provided by LCC in the form of a Branding Logo except that the Applicant shall not use LCC's copyright Branding Logo on any publicity material or documents unless specific prior written consent to its use in each setting has been obtained from LCC.

12.4 In relation to the use of LCC's Corporate Branding logo, the Service Provider shall

- a. display LCC's branding logo in a form, size and positioning approved in writing in advance by LCC.
- b. have the exclusive right to use the branding logo on its publicity material solely in connection with the services identified in schedule.
- c. shall meet the reasonable costs consequent on the provision of displaying the branding logo on the publicity material
- d. use all endeavours to procure that its suppliers and contractors shall not, knowingly, do or omit to do anything in relation to this Agreement or the Project or in the course of their other activities that may bring the standing of LCC into disrepute or attract adverse publicity for LCC.

13 HELP DIRECT WEBSITE

13.1 The Service Provider will work collaboratively with the other service providers and LCC to develop their own shared website for Help Direct to engage those people who are unlikely to use the Council's own internet pages to find the information they need. The webpage must have the capacity to link directly with the Well-being Directory, the Safe Trader Scheme and the Customer Response System (CRS). The purpose of the website is to provide:-

- a. an entry point to Help Direct for people who are unlikely for whatever reason to use the LCC website to access Help Direct.
- b. a tool to develop outreach work and community engagement
- c. access to the various Help Direct products (Well-being Directory, CRS, Safe Trader Scheme and so on)
- d. a platform for communication including emailing between the Service Providers and LCC and the public

13.2 The Service Provider's Help Direct website will be required to comply with LCC's website standards which will be available as part of the Branding Guidelines. Each Service Provider

would have their own areas to maintain and manage within the website. A separate contract will be let to co-ordinate this activity.

14 SERVICE CAPACITY AND FUTURE DEVELOPMENT

- 14.1 Help Direct is an evolving service whose shape and capacity will grow and develop over time. It will not be a fully complete service from day one.
- 14.2 The Service Provider will be able to sub-contract with appropriate organisations or work in partnership with them to develop the potential of Help Direct. However, as lead organisation, they will be responsible for the delivery and quality of services delivered by the sub-contractors, in line with the terms of this contract.
- 14.3 This Agreement represents a major investment in preventative services designed to deliver improved levels of well-being. The Service Provider will be required, as far as is reasonable, to manage any growth in demand for Help Direct over the life of the contract from within this investment package, making best use of all elements of allocated funding.

15 MANAGEMENT SYSTEMS

15.1 Records and Information

- a. LCC will develop and maintain an electronic Customer Response System (CRS) which Service Providers will be expected to use. The CRS will allow data to be gathered to support performance monitoring in line with the Outcomes Framework. Different levels of information gathering will be required depending on the type of enquiry being made.
- b. Included in the CRS is a diagnostic tool to enable the staff at Help Direct to see beyond the presenting problem, and a prompt for follow-up calls to people who have used the service.
- c. The Service Provider will keep appropriate records, including those required by the CRS, which are sufficient to ensure delivery of the Services to meet this specification. Authorised officers of the Directorate shall be given access to all records with reasonable notice.
- d. The Service Provider will have in place a procedure that enables people who use the Help Direct service to access to all records concerning themselves, and to have the opportunity to contribute to those records. Care shall be taken to ensure that all third party information is appropriately separated into a confidential section of the file and provision must be made for the secure storage of any confidential files.
- e. The Service Provider will develop standards for meeting telephone enquiries and to keep records for the time taken to deliver services and will also keep a note of unmet need to inform further service development. These standards will be agreed as part of the Service Provider Learning Set.

15.2 Confidentiality

- a. Everyone who uses Help Direct has a right to privacy and therefore all information and knowledge relating to them and their circumstances must be treated as confidential.
 - b. The Service Provider must advise all staff on the importance of maintaining confidentiality and must implement procedures that ensure that the affairs of people who use Help Direct are only discussed with relevant people and agencies.
 - c. The Service Provider must have a policy on confidentiality that contains the key elements of the Access to Personal Files Act 1987 and the Data Protection Act and
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shall have mechanisms in place to ensure compliance with the legislation. Each agency must sign up to the Information Sharing Protocol (**APPENDIX 6**).

15.3 Destruction Policy

- a. The Service Provider will establish a policy on the maintenance and destruction of personal files. Again this will be developed across all service providers through the Learning Set and will take into account all relevant legislation. This will include the need to consider any response to future claims for liability against a Service Provider.

15.4 Quality Assurance

The Service Provider will ensure that the service objectives are being met and are achieving the desired results. **The most important measure of success is customer satisfaction.** The Service Provider may use a recognised quality assurance tool or develop a system "in-house"; however, as a minimum there must be records which demonstrate the following:

- a. Clear, written statements of philosophy, objectives and standards and action plans in relation to Help Direct.
- b. Appropriate arrangements for the supervision, inspection and assessment of the Help Direct services directly provided by the Service Provider and their subcontractors and partners.
- c. Involvement of people who use Help Direct, through the Eyes and Ears arrangements, and all Staff (both Service Provider and subcontractors) in standard setting.
- d. Self monitoring of the Services based primarily on the experiences and views of the customers.
- e. The implementation and monitoring of equal opportunities and anti-oppressive practice in areas such as race, gender, colour, national origin, sexual preference, disability, marital, economic and un/employment status.

16 PROGRAMME TIME-FRAME

- 16.1 Following the award of the contract, via a Letter of Intent, the Service Provider will be expected have an outline Help Direct service in place by November 3rd 2008. It is anticipated that this will be simply a starting point from which the service will grow and develop.

17 SERVICE OUTCOMES

- 17.1 The purpose of Help Direct is to make a positive contribution to the delivery of the seven outcomes for citizens set out in the Government's White Paper, 'Our Health, Our Care, Our Say', that is
 - a. Improved health and emotional well-being;
 - b. Improved quality of life;
 - c. Making a positive contribution;
 - d. Choice and control;
 - e. Freedom from discrimination;
 - f. Economic well being;
 - g. Personal dignity.
 - 17.2 The performance of the Service Provider will be measured against these outcomes, and the following broader community development outcomes:
 - a. Leadership
 - b. Commissioning and Use of Resources
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- 17.3 Help Direct will ensure that people are better informed about the services and supports that are available to them and are better empowered to make decisions about the support that make sense to them. The service outcomes for the individual are set out in the Outcomes Framework and Summary (**Appendix 5**) against which the performance of the Service Provider will be measured. However as Help Direct is an evolving approach, the outcomes framework may itself evolve, following appropriate consultation and discussion with the Service Provider and other Help Direct Providers

THE BROAD AIMS OF HELP DIRECT

Help Direct will make a major contribution to the task of transforming how people access and receive support, in line with 'Putting People First', the Government Concordat (Dec 2007). Through Help Direct, people will be able to access a much broader range of services than those traditionally provided by Adult Social Care, many of which will be self-funded by the individual, thereby offering greater choice and autonomy. Support will be available for those people who need it to help them make the best use of services.

In addition, one of the important outcomes for Help Direct is that it should help improve collaboration across Voluntary, Community and Faith Sector (VCFS) agencies so that the 'offer' to citizens is easier to access; more comprehensive and better co-ordinated.

Information derived from Help Direct on local support and local needs will be used to influence future commissioning by statutory services

REACHING OUT TO THOSE PEOPLE MOST IN NEED OF SUPPORT

Whilst Help Direct is a universal service open to all adults for information and signposting, the primary pro-active focus is on identifying and supporting those most in need of support; including those who might be at risk but who might also be unsure about coming forward for support or might not recognise that they need help.

Working together with the LCC commissioners, the Service Provider must be able to show that Help Direct is actually making a difference to people's lives. The aim will be to build up a robust evidence base as to the effectiveness of this preventative approach with a view to ultimately attracting funding from other sources.

Research has been commissioned from the University of Central Lancashire to evaluate the programme in two stages. The first stage (2008) is designed to explore how and when people currently identify their need for support and where that support might come from. The second stage (2009) is designed to evaluate people's experiences following the introduction of Help Direct. The Service Provider will actively support this research at the appropriate time.

The Service Provider will work in conjunction with local partners to develop a more holistic approach to problem solving, for example by developing a pathway approach to life events which bring together a package of supports from different agencies, making better use of universal services where feasible. The Service Provider will also undertake or contribute to a social marketing programme in order to be able to pro-actively target people likely to be in need of support, for example, people over the age of 85 years. They will build up an evidence base of what works in that locality.

Help Direct is part of an emerging network of preventative services hosted by or commissioned by local authorities, health and the VCF sector. Help Direct is there to help people access the help they need before a problem becomes a crisis. Secondly, Help Direct is there to help people maintain or grow their social networks and this requires joint work with others around community engagement, community development and building robust links through and with the VCF sector resources.

HELP DIRECT AND 1ST CONTACT NETWORK

The 1st Contact Network is designed to help identify those people who may be at risk of losing their independence and ensure that there is a robust referral process in place to find the right support to help them sort out their problem. The aim will be to have champions in each agency to encourage awareness and make use of the First Contact approach across all

relevant front-line services, e.g. Council one-stop-shops, Police Community Support Officers and Libraries etc

Research has been commissioned from the University of Central Lancashire for Help Direct which will help to identify the points at which people might begin to need the support and the best route for accessing it.

Help Direct will act as a co-ordinating point for referrals that come from a network of local agencies, for example, Fire and Rescue, Police, Housing, Home Improvement, DWP, Social Care, Health Care. This approach aims to ensure that the agency providing the first contact with people in their own home makes a brief judgement of need and refers on to the appropriate agency where a need is identified.

The 1st Contact Network is an evolving programme of work and the Service Provider will be expected to contribute to its development and improvement.

INFORMATION AND ADVICE

Help Direct is a universal service, in that the provision of information and access to advice to support people's well-being and independence is open to all adult citizens and is a resource for the whole community. The Service Provider will have in place an accessible service base in each district and the capacity to provide a flexible resource in a range of appropriate neighbourhood settings. The Service Provider will link to the County Council's customer access strategy (Face to Face) and to any equivalent District Council strategy to ensure that the citizen has access to all possible strands of information and help.

The Service Provider will use the **Customer Response System** (CRS) which has been developed to manage the recording system for referrals, service delivery and follow-up tracking across all elements of Help Direct, ensuring, at all times, compliance with Data Protection legislation and the agreed Information Sharing protocol (**APPENDIX 6**). The Service Provider will ensure that the outputs and outcomes derived from the recording system feed into the Outcomes Framework and also contribute supportive evidence for LAA and LSP outcomes.

PRACTICAL ASSISTANCE

APPENDIX 4 sets out the broad spectrum of practical help services that should be available within each community. The practical help services and supports available through Help Direct will include

- those that are available on an open basis to anyone able to pay
- those that have eligibility thresholds written in, for example some handy person schemes managed by the HIAs, some voluntary sector services and so on.

Through Help Direct, people will be offered choices which could include paid-for services at different levels of cost for different quality services or alternatively reduced cost services where they meet the required eligibility threshold imposed by the supplier of the practical help.

LCC is developing a **Safe Trader Scheme** and the Service Provider will make best use of this, when it becomes publicly available. The scheme offers information about safe traders both at a general level and at an enhanced level where the trader has been checked out in a number of ways. In addition, the Home Improvement Agencies will continue to offer their own 'safe trader' schemes for people who need considerable support in using the services of independent traders. Information about the Safe Trader Scheme will be available to the public via Help Direct.

WELL-BEING DIRECTORY

The Well-Being Directory (the "Directory") is a database of well-being schemes, initiatives and provisions which has been produced to enable people to get the information they need to help them make decisions about their life and improve their sense of wellbeing.

The aim is to make the Wellbeing Directory widely available as an on-line resource to the general public and the Service Provider will work with LCC to achieve this.

GENERAL

The Service Provider will ensure that, in managing their budget, they have a good financial balance in their total service package between

- delivering the case-finding, first contact, outreach and volunteer support services
- delivering the referral management and information and advice service
- building capacity in the 3rd sector and using a business development approach to deliver practical help and to meet future demand