ADULT SOCIAL CARE INFORMATION, ADVICE AND GUIDANCE STRATEGY 2015 – 2017

Note to readers: Updates to this Strategy for Version 2 are preceded by [Update 12/2015]
Foreword

High quality, up to date, reliable and effective information and advice empowers people to make good choices about their social care needs and their health and wellbeing. Information and advice enables people to help themselves, supporting self-care and self-management – so it is an important part of our approach to personalised support, as well as our approach to prevention and early intervention.

The Care Act 2014 introduced new duties for local authorities relating to adults and social care. It highlights the importance of the local authority’s role in providing access to information and advice. It also establishes the requirement to provide information to the entire Luton population, and not just those who are eligible or are already engaging with Adult Social Care services.

The Care Act is being introduced at a time when demand for services is high but resources are limited. It is therefore critical that we make the best possible use of our existing information, advice and guidance services and resources, whether within the Council, commissioned by the Council or through our partner organisations.

For many people, digital services offer an effective and efficient way of getting good information, advice and guidance, whilst others still prefer face to face discussions, or telephone support. Whatever the chosen method, information, advice and guidance, needs to be accurate, up to date, consistent and reliable. Above all, we want it to make a positive difference to the lives of people in Luton.

This strategy document outlines Luton’s approach for the provision of information, advice and guidance. We will actively seek the views of, and work alongside, the people of Luton, our partners and other providers of information and advice to evaluate and review our strategy and plans.

Our vision statement is:

Our aim is to offer a customer focused service, which is convenient for all to access and provide up to date and appropriate information, advice and guidance.

We will co-ordinate the provision of joined up information, advice and guidance in Luton so that people get what they want and need as early as possible, where possible by themselves.
Preface to Second Version

The public consultation on the first version of this strategy ran from 06/08/2015 to 30/11/2015. LBC has also undertaken a number of activities designed to gather feedback on the strategy and associated action plan. As well as the specific actions outlined below, we’ve completed a multi-channel communications campaign to ensure that general members of the public as well as current service users, their carers, partner organisations, engaged professionals and LBC staff are aware of the consultation and take the opportunity to offer us feedback on the strategy.

Recent actions and communications:

- In 09/2015 we spoke to a number of professional partners about our current information and advice offer, including ELFT, CCS, Age Concern, DRC and LBC commissioners. We asked them to evaluate the current service offer and also sought their professional opinion on how we could improve the current service and the functionality and usability of the Luton Directory.
- We held focus groups on the 15/10. Prior to these focus groups we developed an improved ‘test’ site for the Luton Directory based on professional and internal feedback. The focus groups included carers, service users and members of the public who were not currently engaged with Adult Social Care from the Council. We tested the functionality and customer journey of the new test site and gained valuable insight and understanding about where to place information and records to ensure people could quickly and easily access the information they were looking for.
- We attended the Learning Disability Partnership Board on the 19/10 and did a short presentation followed by small focus groups. The board is attended by professional staff from partner agencies, LBC staff, service users and their carers. The group highlighted a number of key issues we need to ensure we take into account as part of the Directory improvements, and some of the gaps in service of the wider information offer.
- On 20/10/2015 we held an ‘Information Summit’ and invited around 70 organisations who provide information, advice and guidance in Luton, as well as key staff from the Council. We spoke to attendees about the current information offer, what our plans were to improve it and hosted an interactive sessions to generate discussion and more qualitative feedback. The summit provided us with invaluable feedback and highlighted some of the operational issues which could be barriers to the success of the new information offer.
- Press release and coverage in the online editions of local newspapers
- Social media campaign on Council Facebook and Twitter with a link to the consultation and further information on the aims of our Information, Advice and Guidance strategy
- Internal communications campaign including an intranet announcement, an email from the Director of HCL to all Housing and Adult Social Care staff and attendance at a number of staff/team meetings
- Article in the Autumn edition of the Luton Access Network to ensure partner organisations were aware of the consultation and had the opportunity to feedback their views

It became apparent at the events we held throughout the consultation period that there were 6 common feedback themes which are addressed in this Strategy:

- Quality and appropriateness of information, advice and guidance
- Understanding the role of local organisations and the importance of sharing local knowledge, skills and expertise
- Ensuring information is accurate
- Ensuring information is accessible to all and that those without digital access are catered for and supported both centrally and in the community
- Establish what are the gaps in provision to inform development of support services and/or organisations
- The need to communicate, publicise and promote the support available in Luton, regionally and nationally

The two files embedded below summarise the documented responses from the public consultation and the Information Summit.

ASC IAG Public Consultation 2015 Re

IS Feedback_Summary.xlsx
1. What do we mean by “Information and Advice”?

“Information” and “Advice” can mean slightly different things to different people. In this Strategy, they are defined as:

- **Information** – the open and accessible supply of material deemed to be of interest to a particular population
- **Advice** – offers guidance and direction on a particular course of actions which need to be undertaken to realise a need, access a service or realise individual entitlements

2. The context for this Strategy

In developing this Strategy, we have considered how it fits with and supports the requirements of the Care Act, and other existing major strategies in Luton.

*The Care Act 2014*

Under this legislation, the Council must “establish and maintain a service for providing people in its area with information and advice relating to care and support for adults and carers”. It has “an active and critical role in the provision of information and advice”. The Council “is likely to need to go further than providing information and advice directly (though direct provision will be important) by working to ensure the coherence, sufficiency, availability and accessibility of information and advice relating to care and support across the local authority area. Importantly, this duty to establish and maintain an information and advice service relates to the whole population of the local authority area, not just those with care and support needs or in some other way already known to the system”.

*Luton Borough Council Prospectus 2013 – 2016*

The prospectus has a three point plan:

- To increase income from business growth
- To better equip residents of all ages to get jobs through investment in education and training
- To work efficiently to ensure the most vulnerable in Luton are safe and supported

This strategy delivers to the third area of the Council’s prospectus. It contributes to the support of those that are most vulnerable.

*Customer Strategy 2014 - 2017*

This strategy outlines the transformational approach to the delivery of Customer Services. The strategy is very explicit about the focus on service access for all customers. This will be done through:
1. **One Luton – One Front Desk**

   I. Where all customer first point of contact, either face to face or by telephone are channelled through Customer Services.
   II. Minimise the amount of customer contact required in order to reach a solution to meet customer needs.
   III. Focus on delivery of customer outcomes rather than effective transactions (outputs).
   IV. Remove unnecessary process steps between front and back office, remove checking and rework, reduce documentation burden.
   V. Standardised and high quality customer experience from all access channels maintained and improved.

2. **Improved support for vulnerable customers**

   I. A range of access channels remaining available for the most vulnerable people.
   II. Customers being offered the level of support that is required for their needs and not the level of choice that is available.
   III. Services and channels will be joined up with other agencies and partners.

3. **Channel shift**

   I. The main principle of channel shift is to encourage customers to use self-service and online services
   II. For most customers the website is the most attractive channel to use

**Prevention Agenda**

This strategy is part of our wider prevention agenda. By early interventions and contact with those who are or may be in the future in need of care and support we can prevent, reduce or delay that care and support need. Working with colleagues across health and social care we are looking to develop preventative services and integrated approaches to working.

**[Update 12/2015] Prevention Strategy**

This strategy identifies what prevention is and identifies the need for prevention services and describes what these are and the benefits. It includes the demographics of Luton and prevalent medical conditions in the town to give a view and what services/support are available and required in the future. It also includes which departments in LBC/organisations provide prevention services and what the intended actions are. There is a listing of strategies which are about prevention services which are available.
3. Key Demographic Facts about Luton

In developing our Information, Advice and Guidance Strategy we need to understand who our residents are, where they are within Luton and if they have particular communication or information needs.

- As of June 2015 Luton’s population is 211,000, an increase of 3,000 between 2013 and 2014
  - The population has risen by 7,300 since 2011, an increase of 4% in 3 years
  - Luton has a younger population than the national average
  - Both natural change and international migration are contributing to the increasing population in Luton
- Based on the 2011 census data:
  - The proportion of the population aged 65 and over was 11.8% with 1.4% aged 85 and over
  - There are over 122 languages spoken in Luton
- In respect of Adult Social Care it is estimated:
  - The Older People (65+) population in Luton will increase by 15% in the next 10 years
  - The number of people with dementia will increase by 35% in the next 10 years
  - That approximately 25% of older people in Residential Homes and 30% of older people in Nursing Homes have some form of dementia

4. How people currently access information and advice in Luton

There are a number of ways people can access information and advice on Adult Social Care in Luton. When we refer to our information and advice ‘service’ in Luton it comprises several elements provided by different providers, for example:

- the Customer Services Team
- the Council website and Luton Directory
- Adult Social Care operational teams
- Luton Access partner organisations *(Collaboration of Citizens Advice Bureau, Luton Rights, Luton Law Centre and Luton Irish Forum that aim to provide integrated advice services through a single gateway)*
- members of the Luton Advice Network *(The Luton Advice Network (LAN) is a collaboration of advice agencies and local community organisations who have agreed to work together to improve the availability and quality of advice services provided to residents of Luton)*
- range of other support services that also offer information, that are funded by the Council
- carers support schemes
- independent care providers
• formal (such as Voluntary Works) and informal care and support networks that are predominantly community based

Understanding the range and contact levels of the ‘service’ will be critical in our development of the strategy in the future, particularly in our drive to reach sections of the community that we identify as being hard to engage with or socially isolated.

Online

Our web portfolio includes:

• The Luton Borough Council website. The main section on ‘Health and social care’ includes the main Adult Social Care section, where people are able to access key information on related subjects including how the local process works and how to access care and support.
• The Luton Directory. Accessed directly via search engines and through a link within the Adult Social Care pages of the Council website and partner websites, it aims to provide the public with information on services, activities and organisations to support them, information on benefit entitlement, help at home, health conditions, leisure information and much more. It also acts as a central information resource for health and social care professionals, partner organisations and the voluntary sector.

Information provided through partner organisations websites, including:

• Luton Access partner organisations
• Luton Advice Network
• The Disability Resource Centre
• Healthwatch Luton
• PohWer (Advocacy Service)
• Dementia Action Alliance

Information provided through national organisations websites, including:

• NHS Choices (NHS UK)
• Carers UK
• Carers Trust
• Care Quality Commission (CQC)
• Age Concern
• Citizens Advice Bureau

Print

• Provision of a variety of leaflets, flyers and posters
• Other accessible formats are available upon request
• Council publications (Housing Matters, Luton Line)
**Face to Face**

- Customer Services Team
- Operational staff/teams in Adult Social Care
- Partner organisations such as Luton Access

Staff are key in providing information and advice to the public and colleagues, including:

- Operational staff/teams in Adult Social Care including day services and residential homes
- Hospital teams
- Commissioning managers
- Health staff
- Luton Fire and Rescue
- Borough council staff
- Navigators in GP clusters

Local voluntary, community and faith groups, libraries and Luton Access partners are also key providers of face to face information and advice including specialist advice such as money matters and benefits advice.

**By Phone**

- LBC Contact Centre
- Adult Social Care locality and hospital teams
- Specialist teams
- Local services
- User led organisations
- Voluntary community groups

**5. Strategic Approach to Information, Advice and Guidance**

Our approach to the on-going development of our strategy and our actions are based on the following:

- Understanding what people want to know and how they search for information to obtain this knowledge
- Review and evaluate if we are providing information and advice in the most appropriate manner
- Ensuring the information, advice and guidance provided is correct, and amend if incorrect
- Connecting and engaging with as many local people as possible, so they know where to find information, advice and guidance when they need it.

The following model demonstrated the on-going cyclical approach we will take:
To deliver on our strategy we have identified four key components for this strategy, which are summarised in the model below:

1. **Develop and promote the information service for Luton**
2. **Co-ordinate and integrate organisations to provide information**
3. **Develop and promote the Luton Directory as the key central repository of information and advice to encourage 'self-serve'**
4. **Work with a key strategic partner to provide Independent Financial Advice**
The strategy identifies the outcomes for each of these strands, together with the current and planned approaches for delivery. The Action Plan at Appendix A of this document details how and when we will deliver our initial objectives.

5a. Develop and promote the information ‘service’ for Luton

Use a number of channels to engage with the maximum number of residents possible to further raise awareness of care, support and costs of care (including planning for future costs).

Outcome:

- Everyone have access to easy-to-understand information about care and support which is consistent, accurate, accessible and up to date
- Everyone has the information and support they need in order to remain as independent as possible
- Information is easily accessed and readily available so people don’t struggle to find it

Our approach:

- Proactively undertake a co-ordinating role in Luton for the effective provision of information, advice and guidance in respect of Adult Social Care and maximise integrated provision
- Acknowledging the diverse communities in Luton and the accessibility needs of those with sensory impairment we will look to deliver an information ‘service’ that meets the needs of all
- Run ongoing public awareness campaigns on priority areas using a range of communication channels for maximum impact and evaluate effectiveness:
  - How to access information and advice
  - Carers - identification and signposting to support (including young carers)
  - Dementia
  - Safeguarding (including sexual exploitation)
  - Planning ahead (including funding future care costs)
- Develop new opportunities to engage with residents through events including with and/or run by strategic partners to showcase available local support and increase the understanding of how to access it
- Organise an ‘information summit’ to mobilise those who provide information, advice and guidance, and to share and discuss a vision for a Luton information ‘service’, the summit will:
  - Look to all attendees to share best practice and identify gaps in the information offer in Luton
  - Act as a major consultation exercise to inform a scheduled review of the strategy and associated action plan
• Continue to focus on achieving visibility and prominence of social care information in health settings particularly GP clusters and hospitals
• We will proactively engage with self-funders
• Review the information local people are seeking (including self-funders) and consider how to best meet this need
• Review the Department of Health guidance on information that must be provided and agree how we manage those requirements
• Proactively inform residents about planning for care and care costs. To do this, we will:
  o Utilise central government information and advice resources, to explain the care reform changes that occurred in April 2015
  o Develop local communications plans
  o Develop local tools such as care calculators, case studies on DVD and digital medium such as YouTube etc., signposting maps to help understanding
• Place less emphasis on print-based activity, and divert resources towards digital provision and evidence based communications campaigns
• Prepare staff and members by equipping them with information and guidance resources to maximise the opportunities for providing information, advice and guidance at all points of contact within the Adult Social Care (customer pathway) system
• Ensure processes are in place for us to monitor the effectiveness of the provision of information, advice and guidance, to ensure it meets audiences need and enables prevention, delay or reduces future increase in the number of people seeking information, advice and guidance

[Update 12/2015]
A common theme from the consultation process has been that whilst acknowledging ‘digital by default’ and self-serve is a good thing and that support is required, and will be available as detailed later in this document, there will always be parts of the community who for a variety of reasons (mobility etc.) will not be able to access online services outside of their living accommodation. Therefore support for these people will need to be provided. The majority of this cohort is in the ‘older people’ client group. LBC recognises the need to provide support to older people in their own homes in addition to the service Customer Services offers through its Contact and Call centres. Early indications are that support organisations in Luton for older people do have the ways and ideas to target this client group but not the capacity to undertake the level of support that needs to be pro-active, responsive to need (appointments at people’s homes), acted upon and monitored for successful outcomes. LBC therefore needs to look at providing capacity to provide the required level of support. There is a need to empower other online isolated client groups which LBC is addressing through such projects as providing IT equipment and internet access to tenants in sheltered housing settings.
5b. Co-ordinate and integrate organisations to provide information

Within our role as coordinators of Adult Social Care information, advice and guidance, we will identify information providers and work with them over the short, medium and long term maximising integrated provision.

Outcome:

- People know they can get information, advice and guidance from varied organisations and consider them trusted sources of information
- There are a variety of sources, including those independent of the Council, where information can be obtained
- Information, advice and guidance will not just cover Adult Social Care but will link to health as well
- Carers will have emotional and practical support and someone to share concerns with

Our approach:

We will identify information provider partners and work with them to develop co-ordinated, consistent and quality information ‘service’ that meets the need of the people of Luton. To do this, we will:

- Work with Luton Access, the wider Luton Advice Network and other key partners to ensure the best possible ‘coverage’ of consistent and quality information, advice and guidance including:
  - Identifying second and third tier providers, to ensure ‘blanket’ coverage, to develop an information cascade and enable feedback mechanisms
  - Identify resource to train/skill share with providers
  - Build on existing protocols and develop signposting tools to help referrals to identified support/services
- We will work with health colleagues and use health channels to communicate information and advice with people in Luton. To do this, we will:
  - Contribute to the ‘Social Prescription’ project that will provide Care Navigators within GP clusters
  - Look at developing an information and referral toolkit for use in GP practices and by hospital staff
  - Ensure opportunities for the provision of information, advice and guidance in integrated customer pathways are maximised (as part of the Better Together Programme)
  - Review how we use available resources to help achieve improved results
- We will look internally across service areas and departments to ensure we take a holistic approach to people wellbeing and reflect this in our IAG provision
• Organise an ‘information summit’ to mobilise those who provide information, advice and guidance to share and discuss a vision for a Luton information ‘service’, the summit will:
  o look for all attendees to share best practice and identify gaps in the information offer in Luton
  o Act as a major consultation exercise to inform a scheduled review of this strategy and associated action plan

[Update 12/2015]

The facilitation of a contract to improve the quality of information available in Luton and to ensure that the new information service is integrated and coordinated will meet a number of feedback issues, which were raised during the consultation period. These include the importance of ensuring information and advice on topics such as welfare, benefits and financial decision making is provided by the most appropriate organisations and professionals.

5c. Work with a key strategic partner to provide Independent Financial Advice

The provision of independent financial advice is an implicit duty placed on all Councils to provide Independent Financial Advice either through referral or through signposting to third parties.

Outcome:

• We will work to ensure the requirements of the Independent Financial Advice directive from the Department of Health are met.

Our approach:

• We will identify an information provider partner to work with to develop the co-ordinated and consistent provision of Independent Financial Advice, both regulated and unregulated

5d. Develop and promote the Luton Directory as the key central access point for information and advice and encourage ‘self-serve’

We will provide a central access point that is intuitive and explains the content; it will act as a focal point for information on services and providers of Adult Social Care with guidance on subjects related to ASC.

Outcome:

• There will be a web based solution accessible by all that provides information, advice and guidance across the spectrum of Adult Social Care services and providers and related health services
• The Luton Directory will be open to content management by trusted providers
• Content will be managed through alerts and intervention to ensure it is accurate, up to date and regularly reviewed
• There will be content specifically aimed at self-funders
• The Luton Directory will include a Personal Assistant Register for those looking for a PA and those wanting to work as a PA
• Luton Directory will explore links with other Council systems to provide tools for self-assessment and an e-marketplace

Our approach:

• We are engaged in an on-going development and review of the Adult Social Care section of the Luton Directory
• We will engage with all users and providers of online information and advice to promote Luton Directory as a central resource
• Ensure Luton Directory will more effectively link to central directories e.g. NHS.uk and CQC websites
• We will work with other Council systems and partners to assist people to access information online, undertake assessments online and provide an e-marketplace that is linked to information and advice provision outcomes
• We are reviewing the web pages on the Luton Borough Council website which will provide clear and direct access to support, self-serve and contact details

[Update 12/2015]

The outcomes and approach to providing a central access point will meet a number of the major consultation feedback themes including the need to have a central system to share local intelligence on organisations and their service offer. It will also ensure that people can readily access information and will improve the Council’s ability to ensure information is up to date and accurate. It was raised in the consultation that access to equipment for getting online was not available to many in Luton and also many people did not want to do things online. There is a project under the Customer Services Transformation Programme Team that will provide equipment, including printing facilities, and support in locations around Luton to enable people to get online and access amongst other things, Luton Directory. However, it is acknowledged that support in this area will still be required for those who want personal help and/or printed material. Customer Service through its Call Centre and Contact Centre in the Town Hall will receive training and support in providing information, advice and guidance on care and support needs and on the effective use of Luton Directory.
5e. Ensure Luton Directory works alongside wider LBC web estate

The Luton Directory is just one part of a wider corporate transition to provide ‘digital by default’ services and channel shift to online transactional (including information provision) activity. It is important that Luton Directory works effectively within the wider corporate web estate to ensure that it complements the Council overall digital offer.

Outcome:

- The Luton Directory will work with the current and future web estate to maximise its effectiveness within the overall digital offer
- The Luton Directory will be readily accessible through the equipment provided in outreach locations throughout Luton to promote self-serve

Our approach:

- Working in partnership with the Luton Borough Council corporate web services team to ensure the Directory complements and works with the wider corporate digital offer
- Work in partnership and engage with the wider Customer Services Transformation Programme to ensure the Directory continues to fit in with the wider transformation programme objectives
- Engage with project teams from the Council to ensure that future implementation projects complement and work with the Directory, including the provision of self-assessment (care and financial) and eMarketplace online solutions

6. Ensuring a quality information and advice service

We need people accessing information, advice and guidance to have a positive experience. Engaging with the information service should enable people to make better care and support choices and should ‘problem solve’, which in turn would incentivise them to use the information ‘service’ again and/or refer the service to other people. We'll use a range of methods to assess and ensure quality and effectiveness, including:

- Monitoring by organisations who provide information and advice services – a wide range of measures can be tracked, regular case studies will also provide supporting evidence for the success of the service
- User experience surveys – conducted once a year with people who receive services or are carers of service users
- We will test new advertising messages in advance and evaluate our public awareness campaigns for effectiveness and impact
• Feedback from residents – we will review any comments on our information and from our websites and customer relations process and address
• Virtual readers panel – we will use a panel of readers to check new information to ensure it’s easy to understand, clear and accurate
• Audits – collate feedback from information audits in key locations in the community
• Ongoing engagement – through a range of networks and consultation events we’ll listen to the views of people who use services and other stakeholders to receive feedback on information and physical accessibility and address any issues that arise
• We use expert or peer group organisations to help provide information in accessible formats
• Annual residents’ survey – communications measures included in survey assessing how well informed people are and what the key sources for information are

Roles and Responsibilities

The Department of Health in the Care Act 2014 Regulations and Guidance makes it clear that although Luton Borough Council must establish and maintain an information and advice service, it does not require us to provide all elements of the service. It expects us to understand, coordinate and make effective use of other statutory, voluntary and/or private sector information and advice resources – partner organisations therefore have a key role in providing information and specialist advice, at each stage of the customer journey.

In setting up an information and advice service, we need to ensure it covers more than just the basic information on care and support. The service should also address prevention of care and support needs, finance, health, housing, employment, reporting abuse or neglect, etc.; either through the direct provision of information and advice or by signposting to relevant specialist organisations.

GPs, clinical commissioning groups, voluntary organisations and private care providers therefore all have a key role to play in ensuring that information and advice is available through their services, to ensure people get the right information at the right time and in the right place.

7. How will we know if the strategy and associated action plan has been successful?

This Council is committed to coordinating and providing an information service and will continually review, evaluate and develop the service. Measuring the success of the action plan at Appendix A will give an indication of whether the provision of it is effective. There will be an annual review of the strategy and associated action plan,
which will be subject to full public consultation beginning in the first/second quarter of 2016. Following the first review in 2016, we will be looking to establish some key performance indicators, which will help us evaluate our success in future years.

[Updated 12/2015]

Due to the positive nature of the consultation processes and there being few changes required to update the Strategy it is proposed to undertake a review through public consultation on this version of the Strategy in November 2017. A new Strategy will then be published for April 2018 covering the period April 2018 to March 2020. This reduced 2 year timeframe would enable any future versions to consider the impact of the second part of the Care Act 2014 on the so called ‘cap on care costs’ that the Government deferred from April 2016 to 2020.

The revised Action Plan at the end of this document contains an action to determine key performance indicators as part of the IAG provider network development that will also apply to LBC in its role as an IAG provider.

8. How can I have my say on this?

To comment on this Strategy and Action Plan, please do so through the consultations section of the Luton Borough Council website which can be found at http://consult.luton.gov.uk/portal/lbc

Alternatively you can contact us on 01582 546000 (main switchboard) and ask for Annie Morton or visit us or write to us at Luton Borough Council, Town Hall, George Street, Luton, Bedfordshire, LU1 2BQ marking any correspondence for the attention of Annie Morton, Business Improvement, Housing and Community Living.

[Updated 12/2015]

The initial public consultation is now closed. However, we welcome feedback about our strategies, policies and procedures. If you have any comments about this document please e-mail: RPRComplaints@luton.gov.uk
Appendix A

**ADULT SOCIAL CARE - INFORMATION, ADVICE AND GUIDANCE ACTION PLAN 2015 – 2017**

<table>
<thead>
<tr>
<th>Ref</th>
<th>Activity</th>
<th>Led by</th>
<th>What we will do</th>
<th>Timescale</th>
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</table>
| 1.  | To develop and make publicly available the Information and Advice Strategy | Director for Housing and Community Living | • Develop Information and Advice Strategy  
• Make public the Strategy and associated Action Plan and its part in the preventative services agenda  
• Undertake first review (public consultation) of the Strategy and associated Action Plan | • By 31/07/2015  
• By 14/08/2015  
• 01/02/2016 to 01/04/2016 |

[Update 12/2015] The Strategy was published on 31/07/15 and was open to public consultation to 30/11/15. This second version of the Strategy, informed by the consultation and with an updated Action Plan, will be published by 01/04/16. It is proposed that a public consultation on the next version of the Strategy will be held in January 2018.

| 2.  | Develop and promote the information ‘service’ for Luton | Project Manager – Customer Services Transformation Programme and Adult Social Care and Public Information Officer (supported by Corporate Communications team) | • Complete a gap analysis of the requirements under the Care Act 2014 as it applies to information and advice to inform the strategy and associated action plan  
• Run a general public awareness campaign informing all of the role Luton Borough Council will be undertaking in coordinating an information, advice and guidance service  
• Identify all local providers of information, advice and guidance around Adult Social Care  
• Set up an appropriate number of Focus Groups (and complete first session) that includes public, service users, carers, providers and voluntary organisations to inform us of information, advice and guidance needs  
• Engage with all identified providers of information, advice and guidance (see above) to begin developing the coordinated information ‘service’ in Luton  
• Establish a timetable for information summit(s) to cover the life of this Strategy  
• Identify self-funders and those that will require a Care Account | • 17/07/2015  
• 03/08/2015 to 28/08/2015  
• Now to 28/08/2015  
• Now to 11/09/2015  
• Now to 25/09/2015  
• By 25/09/2015  
• Now to |
[Update 12/2015] A communications campaign was undertaken to detail the work that LBC was undertaking. It talked about development of a Luton wide information service that LBC would be a part of. The communications ended in an Information Summit on 20/10/15 that aimed to bring together IAG providers and interested parties together to discuss how the information service could be developed. It is planned to hold a follow-up event to look review progress in the Summer of 2016.

Focus Groups of service users, carers and members of the public were undertaken to inform the development plans. The Older Peoples Partnership Board and the Learning Disability Partnership Board were consulted also.

LBC is committed to facilitating the development of a coordinated and integrated information service. A contract to develop the network of IAG providers in Luton will be finalised in January 2016 for an initial 12 month period. It is planned to enter into this contractual arrangement with an existing third sector partner or consortium of partners established in Luton. The impact of this contract and how the network develops will be subject to periodic evaluation and performance measures. It will be important that learning form these reviews are acted upon to ensure the network continues to change and adapt in response to demand. This will then inform LBC on how it needs to change and adapt its future Strategy as well.

The cap on care costs reforms under the Care Act have been deferred by the Government until at least 2020 so no further work will be done on this for the time being. A range of Independent Financial Advice (IFA) support has been established and as part of our overall communications plan, self-funders will be targeted to inform them of the IFA information, advice and guidance available.

Acknowledging the Council strategy to channel shift to digital by default has led LBC to utilise existing digital inclusion projects, such as provision of IT equipment and internet access for sheltered housing tenants in December 2015, and look to develop support provision for older people in their own homes to undertake online tasks and also get information, advice and guidance.

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<td></td>
<td><strong>[Update 12/2015]</strong> A communications campaign was undertaken to detail the work that LBC was undertaking. It talked about development of a Luton wide information service that LBC would be a part of. The communications ended in an Information Summit on 20/10/15 that aimed to bring together IAG providers and interested parties together to discuss how the information service could be developed. It is planned to hold a follow-up event to look review progress in the Summer of 2016. Focus Groups of service users, carers and members of the public were undertaken to inform the development plans. The Older Peoples Partnership Board and the Learning Disability Partnership Board were consulted also. LBC is committed to facilitating the development of a coordinated and integrated information service. A contract to develop the network of IAG providers in Luton will be finalised in January 2016 for an initial 12 month period. It is planned to enter into this contractual arrangement with an existing third sector partner or consortium of partners established in Luton. The impact of this contract and how the network develops will be subject to periodic evaluation and performance measures. It will be important that learning form these reviews are acted upon to ensure the network continues to change and adapt in response to demand. This will then inform LBC on how it needs to change and adapt its future Strategy as well. The cap on care costs reforms under the Care Act have been deferred by the Government until at least 2020 so no further work will be done on this for the time being. A range of Independent Financial Advice (IFA) support has been established and as part of our overall communications plan, self-funders will be targeted to inform them of the IFA information, advice and guidance available. Acknowledging the Council strategy to channel shift to digital by default has led LBC to utilise existing digital inclusion projects, such as provision of IT equipment and internet access for sheltered housing tenants in December 2015, and look to develop support provision for older people in their own homes to undertake online tasks and also get information, advice and guidance.</td>
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<th></th>
<th>Co-ordinate and integrate organisations to provide information</th>
<th>Project Manager – Customer Services Transformation Programme and Adult Social Care (supported by Public)</th>
<th>Establish protocols with Luton Access partners (Citizen Advice Bureau, Luton Rights, Luton Law Centre, Luton Irish Forum) for the provision of specific information, advice and guidance</th>
<th>Now to 28/08/2015</th>
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<td></td>
<td>Project Manager – Customer Services Transformation Programme and Adult Social Care (supported by Public)</td>
<td>Establish members of the Luton Access Network as trusted providers of digital information for the Luton Directory</td>
<td>Work with Health colleagues to identify and maximize use of channels for the provision of information, advice and guidance</td>
<td>Now to 28/08/2015</td>
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<td>Project Manager – Customer Services Transformation Programme and Adult Social Care (supported by Public)</td>
<td>Establish a timetable for information summit(s) to cover the life</td>
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<td>Now to 25/09/2015</td>
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<td>Project Manager – Customer Services Transformation Programme and Adult Social Care (supported by Public)</td>
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<td>By 25/09/2015</td>
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<td>Information Officer)</td>
<td>of this Strategy</td>
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<td><strong>[Update 12/2015]</strong></td>
<td>Luton Access has been involved through the Luton Access Steering Group in LBC plans for the provision of specific information, advice and guidance. An example of this is the provision of Independent Financial Advice detailed in 94.0 below.</td>
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<td>Functionality in Luton Directory to allow trusted providers to manage their content in the solution is being implemented.</td>
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<td>As detailed in (2.) above LBC is committed to facilitating the development of a coordinated and integrated information service. A contract to develop the network of IAG providers in Luton will be finalised in January 2016 for an initial 12 month period. It is planned to enter into this contractual arrangement with an existing third sector partner or consortium of partners established in Luton.</td>
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|     | 4. | Work with a key strategic partner to provide independent financial advice | Project Manager – Customer Services Transformation Programme and Adult Social Care (supported by Public Information Officer) | · Identify an information provider to take referrals for the provision of unregulated and regulated independent financial advice  
· Establish a protocol and implement the agreed process for provision of independent financial advice | · By 31/07/2015  
· By 30/10/2015 |
|     | **[Update 12/2015]** | This has been completed; from 02/11/15 a protocol is established with Luton CAB for referrals to be made to them by LBC for face to face IFA sessions by accredited volunteers at their Luton offices. | |           |
|     | 5. | Develop and promote the Luton Directory as the key access point for information and advice and encourage ‘self-serve’ | Public Information Officer (Personal Assistant Register led by Business Improvement Project) | · Undertake an initial review of the digital content of the corporate website that relates to Adult Social Care  
· Undertake an initial review of the Luton Directory in light of Care Act regulations and guidance and develop refreshed test version for consultation  
· Establish a Personal Assistant Register in Luton directory  
· Consult with people on the updated digital content (test version) of the Council website including Luton Directory through: | · 13/07/2015  
· By 28/08/2015  
· By 31/07/2015  
· Now to 30/10/2015 |
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| [Update 12/2015] Ensure Luton Directory works alongside wider LBC web estate | Manager | o Partner organisations (Luton Access)  
o Focus Groups (service users, carers)  
• Implement appropriate changes to Luton Directory and make ‘live’  
• Undertake launch event for the Adult Social Care section of Luton Directory  
• Undertake a concerted and wide-ranging awareness campaign for Luton directory ensuring there are legacy materials in the community that establish the Luton Directory ‘brand’ | • By 20/11/2015  
• 27/11/2015 (provisional)  
• 20/11/2015 onwards |

[Update 12/2015] Following a decision to widen the initial scope of the consultation and the resultant development work required the public launch of the new Luton Directory is planned for 14/01/16. This will be supported by a marketing and promotional campaign. Luton directory will also be an integral offer from the ‘Self-serve in Outreach Locations’ project whereby equipment is placed in accessible locations throughout Luton. These locations will have staff and/or volunteers to support people getting online and using amongst other things, Luton Directory.

All future development work will be overseen by the corporate web services team and they will ensure that its compliments the wider LBC web estate. This includes future web development work on online self-assessments (care needs and financial) and online market place.