

WIRRAL COUNCIL

CABINET

8 DECEMBER 2011

SUBJECT:	THE WIRRAL WELL
WARD/S AFFECTED:	ALL
REPORT OF:	HOWARD COOPER
RESPONSIBLE PORTFOLIO HOLDER:	COUNCILLOR ANNE MCARDLE
KEY DECISION:	NO

1.0 EXECUTIVE SUMMARY

- 1.1 This report presents an overview of the Wirral Well (an online information hub for social care, health, community and wellbeing activities) which has been developed by Voluntary and Community Action Wirral (VCAW) and supported by the Department of Adult Social Services (DASS), NHS Wirral and the North West Joint Improvement Partnership (NWJIP).
- 1.2 VCAW is Wirral Council's current preferred voluntary, community and faith sector infrastructure partner. The site can be viewed at www.wirralwell.org and via link from www.wirral.gov.uk/my-services/social-care-and-health

2.0 BACKGROUND AND KEY ISSUES

- 2.1 Easy availability of personalised and high quality information is at the heart of the transforming social care agenda. Wirral Council, through its Department of Adult Social Services, is implementing 'Putting People First', the Government's personalisation plan for people who use adult social care. One of the priorities of 'Personalisation' is

'All citizens and care givers should have access to information and advice to enable them to access options to meet either their care and support needs or someone else's care and support needs'.

- 2.2 Wirral's Corporate Plan 2011-2014 further adds that "Information about care and support will be provided to all who need it, regardless of whether or not they fund their own care". By providing universally available information about social care, health, community and wellbeing activities an online service directly addresses a key element of the first (Your Family) key theme in the Council's Corporate Plan 2011 – 2014:

"We will work with our partners in the public, private and community sectors to ensure that every Wirral resident has access to a range of services, which help to improve their wellbeing, health and happiness."

- 2.3 "Think Personal, Act Local" (2011) states that "In their local leadership role, councils can influence and support the development of a wide range of local resources and opportunities, regardless of how they are paid for or who provides them. An effective community-based approach is achieved when councils and their partners ensure all people have the information and advice needed to make care and support decisions which work for them, regardless of who is paying for

that care. This includes help to make the best use of their own resources to support their independence and reduce their need for long-term care.”

- 2.4 A key project in the DASS Departmental Plan 2011-2012 is “To support the growth of the voluntary, community and independent social support services”, with the milestone being “An Information Hub is established by March 2012”. In order to meet these objectives a single point of access “hub” is required to
- hold information and advice relating to Adult Social Care
 - be accessible via any channel,
 - be useful to anyone referencing it and
 - be accurate in its content.

3.0 CURRENT POSITION

- 3.1 There is an immediate need for social care, health and wellbeing information to be available to people in Wirral, to assist in support planning for people with social care needs, and to promote wellbeing to delay or mitigate potential social care needs. In addition the Department needs to focus on the following outcomes
- **Early intervention:** to mitigate, delay, or prevent social care or health crisis.
 - **Improved social care outcomes:** to provide a central source of information for people.
 - **Volunteering:** to provide telephone and face-to-face volunteering opportunities
 - **Community development:** to allow an exchange of views, intelligence and information.
 - **Accessibility:** for residents not on-line or less confident in using the internet.
- 3.2 DASS has investigated options for provision of a social care information hub. A specification of functional requirements was produced and feedback sought from Wirral IT Services, the Web Services Manager and corporate Communications as to the viability of producing and maintaining such a hub ‘in house’. There was consensus that current systems and staffing would not be sufficient to meet the functional requirements. Further detail is contained in 5.1.
- 3.3 DASS intends procuring an integrated IT solution to manage social care records. This will include a ‘market place’ element, however the timescales for this will not meet the immediate need of the Department and people who use social care services.

4.0 THE WIRRAL WELL

- 4.1 The Wirral Well is a fully searchable online ‘one stop shop’ which brings together all aspects of wellbeing, health, community and social care activity. It has been developed by VCAW to complement the ‘Home From Hospital’ service by providing social care, health and wellbeing information 24hrs a day.
- 4.2 Development of the ‘Home From Hospital’ service was funded by a NWJIP grant obtained by NHS Wirral in 2009. An element of this funding (approx. £8,000) was used by VCAW to initiate the development of the Wirral Well. The Wirral Well includes user generated feedback and “Trip Advisor” style ratings. Individual listings are ‘self managed’ by the organisations and individuals who choose to register their service or activity on the site. There is also the potential for the site

to identify unmet needs and provide useful input into the Joint Strategic Needs Assessment (JSNA). The Wirral Well will also be used as a communications tool to update service providers from all sectors about important changes, training, tender opportunities or networking events.

- 4.3 The Wirral Well has been well received by various sections of NHS Wirral, particularly in the areas of Public Health and the JSNA. There is a telephone service for those who do not have access to a computer to access information.
- 4.4 The Wirral Well has the functionality to meet all requirements in the draft specification (Appendix 1), and the independent nature of the site mitigates risk for the authority. The Wirral Well is currently 'live' and providers are registering their services; in terms of the outcomes that the Department will be seeking, it focuses on promoting and enabling:
- **Early intervention:** encouraging wellbeing activities with the aim of mitigating, delaying, or preventing social care or health crisis.
 - **Improved social care outcomes:** providing a central source of information for people who are not eligible for social care, people who fund their own care, support planners, social work and health practitioners, people who use services, and carers.
 - **Volunteering:** providing telephone and face-to-face volunteering opportunities in neighbourhood based, health and social care and community settings. People with disabilities will be positively encouraged to take advantage of these opportunities. A total of 2625 volunteering hours will be created.
 - **Community development:** a key objective is for Wirral Well to become an active community of health and social care partners to allow an exchange of views, intelligence and information which will identify unmet needs and improve service quality, safeguarding, and choice.
 - **Accessibility:** volunteers will use telephone or face to face contact (through outreach by volunteers to GP surgeries and community settings such as UK Online Centres and Council One Stop Shops) with those residents not on-line or are less confident in using the internet.
 - **VCF sector development:** the site will provide an effective marketing channel for service providers. This will particularly benefit the development of voluntary, community or faith sector organisations and smaller providers.
- 4.5 The Wirral Well provides a cost-effective solution for the Council by removing the need for the authority to maintain and resource an in-house alternative. It can also save in the areas of cost-effective support planning and reducing the amount of unnecessary contact into the Department by signposting people directly to services and activities via the site. It will also address the issues detailed in 2.0.
- 4.6 It is proposed that DASS fund 12 months operating costs for Wirral Well to support its development and maintain the required quality of information. In meeting the outcomes defined by the Department the project will provide value for money. Wirral Council has received funding from the Department of Health specifically for the rollout of the Communities for Health programme. The Wirral Well works towards meeting the strategic aims of the programme as detailed in 9.1. Under the Council Constitution it is an exception to the tender procedure and therefore requires the approval of Cabinet.

5.0 OTHER OPTIONS CONSIDERED

- 5.1 In-house development, provision and maintenance was explored but found that current systems and resources could not meet the required specification (see Appendix 1). It is expected that the cost of setting-up and resourcing an in-house system would be comparable with the costs associated with the www.teenwirral.com site. The one-off set-up cost for this site was approximately £60,000. Currently one year's operating cost for the site is approximately £39,000. This brings the total first year cost of www.teenwirral.com to an estimated £99,000 (with subsequent years running at £39,000). This estimated total cost of £99,000 to build and maintain an in-house site for one year would present £25,940 more cost to the authority than supporting Wirral Well for one year. Furthermore, Legal and Member Services advise it would not be possible to include user generated feedback on providers on a Council-provided web service. An 'in-house' created site would also not have the functionality to address all the outcomes detailed in 3.1. It would also take an estimated five months to build and test before it could be made available. Wirral Well is available now.
- 5.2 Competitive tender for an external provider to offer a solution at this point in time would not enable strategic aims to be met in the required timescale. The Wirral Well offers an efficient solution to addressing the key issues detailed in 2.0 and providing additional value for money by addressing the outcomes detailed in 3.1.

6.0 RELEVANT RISKS

- 6.1 VCAW plans for the Wirral Well to become self-sustaining via various routes (see Appendix 2), however this may not occur within its first year of operation. Should Wirral Well require further funding then VCAW have the option of entering the competitive tender process noted in 3.3.
- 6.2 The issue of 'Trip Advisor' style ratings also presents a potential risk to the authority which would prove difficult to mitigate if the service was to be operated by the authority via its own website.
- 6.3 As no equivalent solution currently exists, DASS now links directly to the Wirral Well from its own website. This is so that people with social care needs can access information which may help reduce their needs for a service and assist with efficient support planning when they do. If the Wirral Well is not able to maintain the required standard due to resource issues then this will have a negative impact on the support planning process and people's health, social care and wellbeing outcomes.
- 6.4 Communities for Health funds must be spent within the specific criteria of the programme and, should this remain unspent, there is a risk that an audit may identify the funds to be repaid.

7.0 CONSULTATION

- 7.1 VCAW undertook consultation and user testing on The Wirral Well between November 2010 and February 2011. This included the Home from Hospital team and volunteers to focus on the integration of health and social care, the wider Voluntary and Community Sector, followed by more focused consultation with Health and Social Care including advocates & intermediaries through the Wirral Advocacy Partnership. VCAW then targeted the Children and Young People's Link Forum and conducted user testing with members of the public within the UK

Online centre in Wallasey. Consultation showed a clear demand for a central information point from both service provider and user perspectives. All feedback has been recorded and adaptations made to the site accordingly.

8.0 IMPLICATIONS FOR VOLUNTARY, COMMUNITY AND FAITH GROUPS

8.1 The Wirral Well will support, promote and develop the activities of voluntary, community and faith organisations. It offers a cost effective marketing tool for the VCF sector. It will also become an established tool which can be utilised by the new Healthwatch organisation for signposting purposes. VCAW is Wirral Council's preferred VCF infrastructure partner, recently gaining the NAVCA Quality Award (which is the only infrastructure quality standard in the UK).

9.0 RESOURCE IMPLICATIONS: FINANCIAL; IT; STAFFING; AND ASSETS

9.1 **FINANCIAL** – it is proposed that the Department of Adult Social Services support the Wirral Well for a limited period by way of conditional grant for the first year operating costs of £73,060. This sum would be drawn from existing unspent funds acquired via Communities For Health grant. There will be no additional funding required by the Council throughout the lifetime of the project. The strategic aims of the Communities For Health funding agreement are to:

- engage communities in their own health and develop their capacity to support individual behavioural change for healthier lifestyles
- build partnerships between organisations and communities
- develop innovative practices for community based health improvements

The Wirral Well works toward meeting these aims.

9.2 **IT** – the service and its systems will not be hosted on the authority's network. Wirral Council currently provides a link to Wirral Well from its own website.

9.3 **STAFFING** – there are no staffing implications arising from this report. Maintenance and day to day running of The Wirral Well is undertaken by volunteers. VCAW encourage people with learning or physical disabilities to take advantage of this voluntary work. Monitoring the effectiveness of the contract will be undertaken by existing staff within the department.

9.4 **ASSETS** – there are no asset implications arising from this report.

10.0 LEGAL IMPLICATIONS

10.1 There are no legal implications arising directly from this report. Legal and Member Services are satisfied that the independent nature of the service will reduce risk for the authority, as long this independence is clearly indicated.

11.0 EQUALITIES IMPLICATIONS

11.1 Has the potential impact of your proposal(s) been reviewed with regard to equality?

(b) No because there is no relevance to equality.

12.0 CARBON REDUCTION IMPLICATIONS

12.1 There are no implications arising directly from this report.

13.0 PLANNING AND COMMUNITY SAFETY IMPLICATIONS

13.1 There are no implications arising directly from this report.

14.0 RECOMMENDATION/S

14.1 That approval is given for DASS to utilise £73,060 of the Communities For Health grant to fund the first year development costs of The Wirral Well in the form of grant funding to VCAW. This would be conditional on VCAW working together with DASS and NHS Wirral to ensure the site meets the needs of the people and the organisations which use it.

14.2 That financial support for the Wirral Well project be considered an exception to Contract Procedure Rules as stated in 21.1 para (i) and (iii).

15.0 REASON/S FOR RECOMMENDATION/S

15.1 The Wirral Well site meets both corporate and departmental strategic aims, together with the strategic aims of Communities for Health funding and the ability to contribute to contribute to and inform the JSNA. The project is 'live' and able to work toward meeting these aims quickly, where other options would take longer (approximately 9 months for procurement) or require greater commitment of resources by the authority (as detailed in 5.1). £73,060 will cover one years operating costs to enable the expansion and development of the site to meet the outcomes detailed in 3.1. These outcomes provide 'added value' for the Council.

15.2 The Wirral Well project was initiated by and NWJIP grant funding. This has necessitated DASS and NHS Wirral involvement in its early stages of development. This has added value to the project which other solutions cannot provide. It also means that DASS is already utilising the Wirral Well to provide social care, health and wellbeing information to people in Wirral.

15.3 The value of Wirral's commitment in this matter will not exceed £73,060, and the open market can not provide an equivalent solution for equal or less than this value within the required timescale.

REPORT AUTHOR: *Adrian Quinn*
Information, Advice and Advocacy Officer
telephone: 0151 666 4845
email: adrianquinn@wirral.gov.uk

APPENDICES

Appendix 1 – Information HUB Functional Requirements and Feedback
Appendix 2 – Sustainability Plan

REFERENCE MATERIAL

Department of Adult Social Services Departmental Plan 2011-2012 (intranet)
Wirral Council Corporate Plan 2011-2014 (intranet)
Putting People First (Department Of Health)
Think Personal, Act Local (SCIE)

SUBJECT HISTORY (last 3 years)

Council Meeting	Date
N/A	N/A

Information HUB Functional Requirements and Feedback

Requirements		Current systems	Wirral Well			
		Achievable	Included in WirralWell Specification	Native CMS Support	Requires alterations to CMS	Not met or N/A
1	General					
1.01	System must have been proven in a Public Sector Service Environment - site examples	N/A				No
2	Key Strategic					
2.01	Ability to establish a comprehensive online web directory of all care services across all sectors within a region eg Wirral	No	Yes			
2.02	Online web directory should be accessible via every service channel	Yes	Yes			
2.03	Directory should facilitate visual signposting to enable self service by majority of users	Yes	Yes			
2.04	Ability to draw information concurrently from external websites and internal data sources that relate to a subject matter eg social care. This could be social care data within housing, benefit, leisure, transport and health services. Enables easy aggregate of information from across partners into a single shared database.	No			Yes	
2.05	Provide a space for online collaboration - eg forums	No		Yes		
2.06	Ability for information owners to share information with "an information Hub" without any loss of control or compromise to their existing processes	No	Yes			
2.07	Printing – users can easily print content to create own offline service information	Yes	Yes			
2.08	Shopping Type Baskets – allows people to pick and mix service information eg my shortlist of useful information	No			Yes	
2.09	Saved User Profiles – to tailor service information directly to people's needs	No			Yes	
2.10	Blogs, Service Ratings and Reviews – so people can share their experiences	No	Yes			
2.11	Email Alerts		Yes			
	Mobile Text (SMS) Alerts				Yes	

2.12	Provides Online Booking Forms	Yes		Yes		
2.13	Ability to internally rank content dependant on subject - enables a more guided search experience for the customer/user	No	Yes			
2.14	Ability to filter results eg 'events during the month of' gives the user a more personalised search	Yes	Yes			
2.15	Ability to limit search results based on a users geographical location eg relevant to their postcode area	Yes	Yes			
2.16	System admin can set up recommended links - can be pre-defined based on key words the user is using	No		Yes		
2.17	Must be able to support The Personalisation Agenda Priority 3 (Have people got access to information and advice to enable them to access options to meet their care and support needs?)	Yes	Yes			
2.18	Ability for an admin person to see what people do/do not use -	No	Yes			
	as well as use of the website, the database may need to be contributed to manually to log telephone calls, face to face interactions etc.	No			Yes	
2.19	Information and advice must be current - RSS Feeds (automatically updates electronic content) Set use-by dates for information?	No	Yes			
	Ensure that scheduled reviews of information are built in and information without a scheduled review should be allocated a review date.	Yes			Yes	
3	System Interfaces/Exchange					
3.01	Interfaces with Documentum	No			Yes	
3.03	Interfaces with Swift	No			Yes	
4	Accessibility/Legislation					
4.01	Must provide ability to meet W3C standards	Yes	Yes			
4.02	Must provide ability to comply with Easy Read standards (see http://www.photosymbols.com/easyread1.htm)	Yes	Yes			
4.03	Must provide ability to meet main criteria of the 'Information Standard' certification. (information is accurate, impartial, balanced, evidence based, accessible, well written)	Yes	Yes			

11

16

3

8

1

WIRRAL WELL SUSTAINABILITY PLAN

Some initial set up funding for Wirral Well was provided by the North West Joint Improvement Partnership to establish a mechanism which supports the integration of health and social care.

To ensure that the project work continues after the initial investment, VCA Wirral have identified a number of options that will be investigated, and depending upon the outcome, conducted; to ensure a long term sustainable project.

Key Areas Identified

The following areas have been identified as possible funding sources. VCA Wirral intend to create a diverse funding mix of a number of the below options to allow for economic, social and policy changes.

- External funding from local, regional and/or national grant making bodies
- External funding from the statutory sector
- Individual fundraising
- Business sponsorship
- Introduction of a professional membership fee for membership access level (including branding, monitoring and commissioning directory)
- Introduction of an advertising fee (for individual services, multiple discount option)
- Integration in to Healthwatch

<i>Identified Area</i>	<i>Project Year</i>	<i>Description</i>	<i>Targets</i>	<i>Estimated Income</i>	<i>Likelihood 1 – not at all, 5 – very likely</i>
External funding from local, regional and/or national grant making bodies	Years 1,2 + 3	To meet any budget shortfall in years 1 - 3	Year 1 Identify possible funders (Annex 1) Year 2 4 applications, 1 successful Year 3 8 applications, 2 successful	Year 1 – non Year 2 - £30,000 Year 3 - £20,000	4
External funding from the statutory sector	Years 2, 3	To identify ways to support clinical commissioning groups and public health JSNA/JSAA agendas	Year 2 3 project developments Year 3 5 project developments	Year 2 - £6000 Year 3 - £10,000	2
Individual fundraising	Years 1,2,3	Encourage local giving and donations from those individuals who have used the site		Year 1 - £500 Year 2 - £1250 Year 3 - £2000	4
Business sponsorship	Year 3	Identify an appropriate business sponsor to part fund the site	Year 3 4 appropriate businesses identified, 1 sourced	Year 3 - negotiable	3
Introduction of a professional membership fee for membership access level	Year 2	Introduce an organisational membership fee of £300 (eg. GP practices) or individual fee of £150 (eg. support planners) to be able to provide information to customers/patients and collate monitoring data as well as access to commissioning directory.	Year 2 30 GP practices, 15 individual professionals Year 3 45 GP Practices, 25 individuals	Year 2 - £11,250 Year 3 - £17,250	3
Introduction of an advertising fee	Year 3	Introduce nominal fee of £6.50 per service for those with a turnover of £10,000 or more	New registrations years 1-3 1700	Year 3 - £6500	4
Integration in to Healthwatch	Year 2/3	Investigate the possibility of Wirral Well becoming part of Healthwatch as the tool for signposting	Further discussion needed with transformation group/new structure		3

VCA Wirral will continue with its on-going rationalisation programme to ensure that delivery costs continually provide value for money.

Annex 1

Potential funders who have been identified as having a health and social care priority which could support Wirral Well:

Closing the Gap (The Health Foundation)* - <http://www.health.org.uk/areas-of-work/programmes/>

Dowager Countess Eleanor Peel Trust - <http://peeltrust.com/strategy.html>

Foyle Foundation - <http://www.foylefoundation.org.uk/how-to-apply/>

Garfield Weston - <http://www.garfieldweston.org/policy/>

GlaxoSmithKline (GSK) Impact Awards - http://www.gsk.com/community/impact_awards_uk.htm Health and Social Care Volunteering Fund - <http://www.volunteeringfund.com/>

Heinz Charitable Trust - <http://www.heinz.co.uk/ourcompany/sustainability/economicsustainability> Innovation Excellence and Strategic Development Fund (Department of Health)* -

http://www.dh.gov.uk/en/Publicationsandstatistics/Publications/PublicationsPolicyAndGuidance/DH_118373

James Tudor Foundation* - <http://www.jamestudor.org.uk/health-education>

John Moores Foundation (Grassroots Social Health Initiative) - http://jmf.org.uk/grants_mersey.htm

Peoples Health Trust (Health Lottery) - <http://www.peopleshealthtrust.org.uk/>

Sovereign Health Care Charitable Trust - <http://www.sovereignhealthcare.co.uk/about-us/charitable-trust/>

Trusthouse Charitable Foundation - <http://www.trusthousecharitablefoundation.org.uk/>

Yapp Charitable Trust* - <http://yappcharitabletrust.org.uk/pages/grant-making-policy.php>

*Grants of particular interest