Project: Maximisation of disposable income - One Stop Shop & Wirral Advice Alliance outreach pilot	
Summary:	**Amount: 15,250**
Wirral Council One Stop Shops (OSSs) provide comprehensive advice and guidance to members of the public on a range of issues, including welfare benefits. This work has helped individuals to budget better and successfully access benefits and funding to which they are entitled. December 2013 saw a 20% increase across Wirral in customer enquiries related to benefits (including Housing, Council Tax and Local Welfare Assistance). In addition, there were 156 more food vouchers issued in December 2013 compared with December 2012. Wallasey Constituency saw 947 awards for Local Welfare Assistance (April to December 2013). The current model however relies on individuals visiting a One Stop Shop (OSS) to access the service. Whilst the OSSs are publicised and promoted, this model does not proactively seek members of the public who would benefit from this service, are hard to engage and/or who are socially isolated. There is also an identified need and benefit in providing a holistic advice package to each individual and the pilot would test the use of a bespoke 'Money MOT', i.e. better budgeting, identifying benefits and reducing expenditure, including seeking the best energy tariffs, cheaper food shopping, affordable lending, etc. This pilot would also create an additional opportunity to direct individuals to services such as smoking cessation, health eating, etc. The proposal is that additional capacity is created within the OSSs across Wallasey Constituency allowing for an outreach provision by OSS Advisors three days per week. This provision would proactively target members of the public who would benefit from this service but not access a One Stop Shop or other benefits advice service. This would be delivered through community based surgeries (through community centres, luncheon clubs, etc) but in addition undertake home visits to individuals who are socially isolated (identified through Council and partner data). Individuals identified as socially isolated would also be linked into the Constituency team's work around Asset-Based Community Development (ABCD). This triage approach is likely to result in increased referrals to Wirral Citizens' Advice Bureau (CAB) for complex/detailed debt management advice and to whom the Council has recently provided additional financial support. This 12-month pilot would be evaluated and used to inform future service provision.	**Priorities met (from those set by the Committee):** - impacts of welfare reforms (including fuel and food poverty) - reducing social isolation --- **Wards benefiting:** Leasowe & Moreton East Liscard Moreton West & Saughall Massie New Brighton Seacombe Wallasey --- **Anticipated funding breakdown:** Staffing: £14,250 Marketing: £1,000
Further information: This pilot project would be delivered as part of Wirral Council One Stop Shops' partnership in Wirral Advice Alliance (WAA). WAA is being led by Wirral CAB and is seeking to bring cohesion to advice services across Wirral, ensuring improved quality and access; this includes seeking a community outreach/access point in each Constituency area.	

Project: Promotion of WirralWell (www.wirralwell.org) to help tackle social isolation	
Summary:	**Amount: £4,750**
Whilst not minimising the fact that many individuals are unable to prevent themselves becoming socially isolated, there are a number of ways in which social isolation can be avoided in some circumstances. This includes through individuals (for themselves and in an effort to help others) finding out what activities or groups are available in their area with a view to participating (*Social Isolation. Annual report of the Director of Public Health for Wirral 2012-2013*). Investment has been made in WirralWell (www.wirralwell.org) by the Council, a health and wellbeing service directory operated by Voluntary & Community Action Wirral (VCAW). Information from the Council's 'What's On' section on its web site feeds into this. There is however also information about groups and activities spread across various communication platforms operated by different individuals, services, agencies, groups, etc and an opportunity to ensure that WirralWell is a 'one stop' repository. WirralWell is used face-to-face by staff and volunteers with portable tablet computers at various community events and via a telephone information line provided on a local rate telephone number. VCAW is developing 'WirralWell+' which is a resource for services and will enable practitioners such as social workers, GPs, fire advocates, etc, to identify provision for clients amongst other things. This will help in ensuring access by individuals who do not have web access and will allow the development and printing of a bespoke list of services suitable for that individual. Additional work is being undertaken on functionality including the insertion of searchable location fields, linked to maps. Recent discussions with the Constituency team will now ensure that all known groups held in the team's database will be contacted to include their details on the site and additionally, the feasibility of including 'What's On' information from www.teenwirral.org is being looked into. There is no current marketing or promotion budget for WirralWell. There is a need to publicise this resource across the Constituency. This proposal is for marketing and promotion activity within each ward targeted at specific groups and in high footfall areas. By way of example, this may include window displays in empty shops; information in community newsletters (such as the various Messenger publications, WALRUS, etc); small business card size information; pop up information stands; email notifications and other targeted promotion.	**Priorities met:** - reducing social isolation --- **Wards benefiting:** Leasowe & Moreton East Liscard Moreton West & Saughall Massie New Brighton Seacombe Wallasey --- **Anticipated funding breakdown:** tbc
Further information:	