

## **Appendix 5**

**Priority area:** Improving Communication

**Background Information:** Investment has been made in WirralWell ([www.wirralwell.org](http://www.wirralwell.org)) by the Council, a health and wellbeing service directory operated by Voluntary & Community Action Wirral (VCAW).

**Aims of the WirralWell service:**

- To create a central location for people to build a package of personal lifestyle choices
- To map services and activities on the Wirral, from providers from all sectors where voluntary, community and faith sector service providers can promote their services alongside providers from other sectors
- To identify gaps and opportunities to develop capacity and share this information with partners directly or through JSNA/JSAA and other strategic groups
- To provide a directory of services via a number of mediums including face-to-face, dedicated helpline and via the web.
- Continual user feedback regarding service provision through website rating system

VCAW recruit, train and work with volunteers to input data, research service provision and boost registrations to the site. Support for volunteers is offered to help them to progress into employment through volunteer co-ordinator and packages of learning

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.

**Project Description:**

There is no marketing or promotion budget for WirralWell. There is a need to publicise this resource across the Constituency through professionals, social sector and residents. This proposal is for marketing and promotion activity within each ward targeted at specific groups and in high footfall areas and aiming that all residents are aware of the resource. Promotional tools will 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.

The resources will be utilised by professional who are engaging with residents e.g. health visitors, fire safety team, police officers.

As part of the community engagement plan for Birkenhead and using the principles ABCD, Community Connectors will be recruited to inform people of Wirral Well but also to consult with them on aspirations and assets for Birkenhead.

The second part of the proposal is to fund for an extension of Wirral Well. To date a number of exercises have taken place to map digital support across the borough, however this information has in the main been stored on spreadsheets which can quickly become out of date. A workshop took place on 10th September which

discussed the potential to utilise the Wirral Well online directory to record and store digital support services across Wirral.

If utilised to record digital support services across the borough, the Wirral Well service could provide the added advantage of:

- Building on the success of existing information/signposting tool;
- Providing a central record of digital support services (accessible by phone or telephone helpline);
- Providing search features to support in identifying gaps in provision, and
- Allowing participating organisations to update their service at any time and keep the information current.

It was also identified at this workshop that Digital Support needed to be classified in 3 levels of support:

- a. **Level 1:** Computer/Internet Access Only (No further support provided)
- b. **Level 2:** Computer/Internet Access plus limited support (Log on, create email, log out, keeping data secure)
- c. **Level 3:** Computer/Internet Access plus full support (Completing benefit application, visual impairment, basic skills etc)
- d.

**Outcomes to be achieved:**

- Improved knowledge of Wirral Well to contribute to outcomes detailed.
- Reduction in social isolation.

**Project Cost:** £5,000

Web cost- £400

Publicity Budget- £4600

**Contribution from Birkenhead Constituency Committee:** £5,000

**Partner Contributions:**

Voluntary & Community Action Wirral (VCAW) will provide staff to manage the project and the work of volunteers to improve digital access. The project will include the gathering of data, liaising with service providers, developing copy, loading information on to the site and maintaining and updating data on a pro bono basis.

**Supportive Information Finding/ ABCD principles:** Community Connectors will be recruited as part of the engagement plan for Birkenhead. They will be used to promote Wirral Well and carry out community research in conjunction with it. The detail of this is to be finalised through the Handbook Task and Finish group.