

Information and Advice Strategy

Our vision:

Portsmouth City Council recognises that the right information and advice, given at the right time, can empower people to achieve positive outcomes in their lives. Our vision is that any adult who wants to improve their independence and wellbeing is able to get the information and advice they need, when they need it, in the way they need it, wherever they look for it.



The aim of this strategy

To continuously develop the quality and availability of universal information and advice across the community. We will develop a strong network of information producers, channels and customers to facilitate partnership work that ensures information and advice is accessible, accurate, useful, and readily available to everyone.



The scope of this strategy is:

The provision of:

- **Information:** Giving a person a general understanding of a topic, or situation, and potential next steps.
- **Signposting:** Linking a person with the most useful person or organisation for them to talk to.
- **Advice:** Understanding a person's situation and suggesting suitable options for them to choose from.

About:

- **Health, care & support:** NHS, Portsmouth City Council, voluntary sector and private provision of health and care, support groups, and support if you look after someone who needs health and care services.

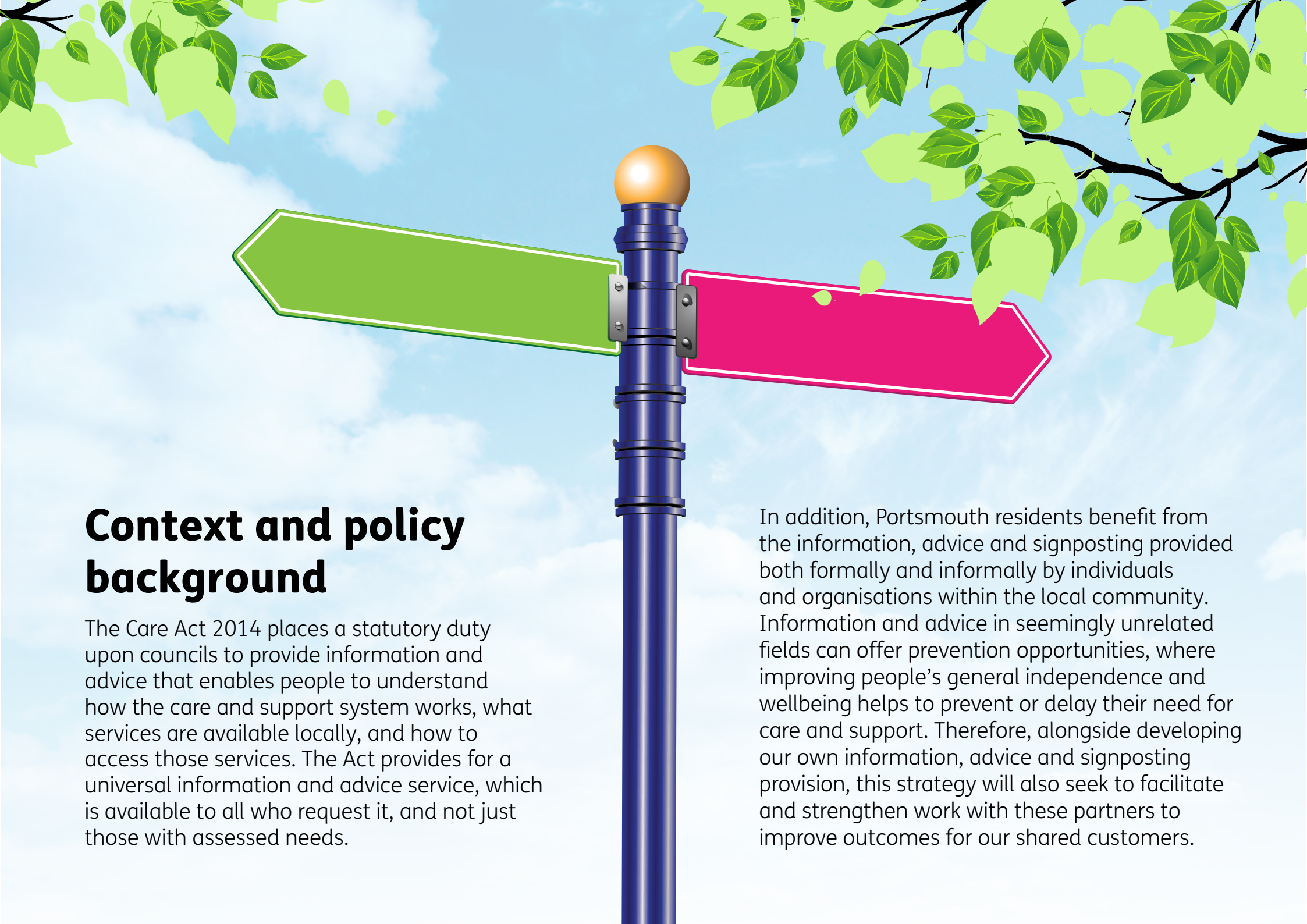
- **Education and Skills:** Adult education, literacy and numeracy provision that enables people to fulfil their potential.
- **Work and volunteering:** Paid work, supported employment and volunteering that enable people to feel valued .
- **Being active:** Leisure and hobby activities, social groups, and accessible transport services that enable people to be physically active and develop supportive social networks.
- **Money and housing:** Financial and benefits advice, debt, housing and other advice or support that empowers people to plan ahead and take control of their finances.
- **Safety:** Support and services that empower people to feel safe at home, in relationships and in their community.

Outcomes

We will know that we have achieved our aim if all people are able to say:

- I can easily find and use the information and advice I need to improve or maintain my independence and wellbeing, both day to day and in times of crisis.
- The information I get is relevant, easy-to-understand, consistent, accurate and up to date.
- If I want to plan ahead to maintain my independence and wellbeing, I know how to find out what I could do and who could help me.
- I know how to find out what's available in my community, and how to access it.
- I know where I could go to speak to someone who could help me achieve the changes I want to make.
- I feel empowered to make informed choices, with the support I need available if I want it.

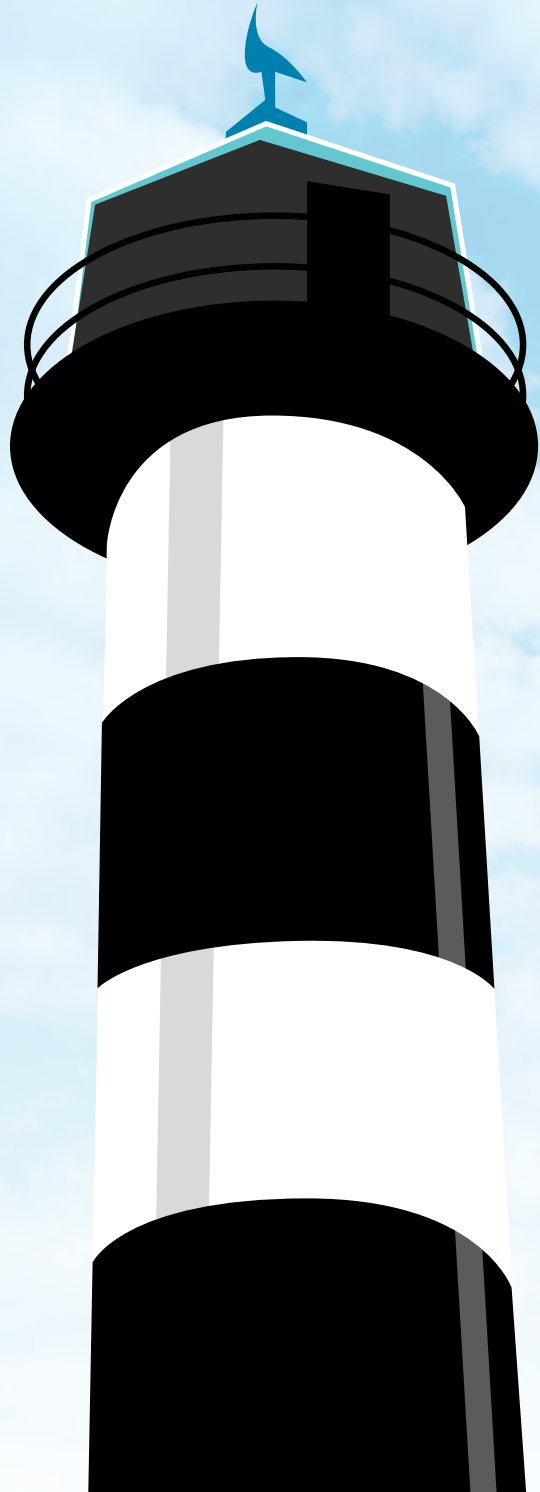




Context and policy background

The Care Act 2014 places a statutory duty upon councils to provide information and advice that enables people to understand how the care and support system works, what services are available locally, and how to access those services. The Act provides for a universal information and advice service, which is available to all who request it, and not just those with assessed needs.

In addition, Portsmouth residents benefit from the information, advice and signposting provided both formally and informally by individuals and organisations within the local community. Information and advice in seemingly unrelated fields can offer prevention opportunities, where improving people's general independence and wellbeing helps to prevent or delay their need for care and support. Therefore, alongside developing our own information, advice and signposting provision, this strategy will also seek to facilitate and strengthen work with these partners to improve outcomes for our shared customers.



Our approach

In developing Portsmouth's information and advice provision we will:

- **Understand:** Listen, understand and respect what is important to people, so that the work we do can be tailored to the unique situations and abilities of individuals in the community, rather than a one-size-fits-all approach.
- **Connect:** Work together to achieve the best fit solution to our shared goals, so that we can communicate effectively, share skills and resources, and avoid duplication.
- **Facilitate:** Make information, advice and signposting easier to find and use for everyone, taking into account people's access needs and the pressures of their situation.
- **Empower:** Deliver information and advice that people can use to improve or maintain their independence, in all areas of their life.
- **Personalise:** Provide the information and advice that people need to know in their situation, not just what services or organisations want to tell them.

Evaluation

We will achieve the goals of this strategy through an implementation plan, where each action will have its own targets and evaluation criteria. This way we can ensure our evaluation methods are flexible enough to suit the diverse work of this strategy, but robust enough to prove its results

What are we going to do next?

We will consult with stakeholders to develop an implementation plan, with two main commitments:

- 1. Portsmouth City Council will review and develop its own information, advice and signposting:** We will review our printed, online and telephone helpdesk information and advice, to achieve the vision outlined in this strategy. This will also include improving information, advice and signposting provided by the organisations we commission.
- 2. Portsmouth City Council will facilitate information and advice in the community:** We will invite stakeholders to take part in the development of an implementation plan, which will identify ways that Portsmouth City Council can support, and work together with, organisations throughout the community to achieve our shared vision.



Produced by Portsmouth City Council in partnership with Healthwatch Portsmouth, Action Portsmouth, Think Local Act Personal, and shaped by input from 240 local individuals, community groups and organisations.

For further information, to be part of the implementation plan, or to see our full stakeholder engagement report contact involvedsocialcare@portsmouthcc.gov.uk