

Cabinet Committee on Performance Improvement

Meeting to be held on 22 November 2012

Electoral Division affected:
All

Help Direct - Quarter 2 Performance

Contact for further information:

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Executive Summary

Help Direct performance figures at the end of Quarter 2 remain below target. However there has been significant improvement compared to Quarter 1 performance and this suggests measures contained in the Recovery Plan previously endorsed by the Cabinet Committee are proving effective. These, and other measures, will continue for the remainder of the year to ensure annual targets are achieved.

Recommendation

The Cabinet Committee is asked to consider and endorse the continued implementation of the Recovery Plan.

Background and Advice

The table below shows the figures at the end of Quarter two 2012/13:

Description	Annual Target	Q1			Q2		
		target	Actual	% Variance	Target	actual	% Variance
The number of contacts to Help Direct	38000	9500	8017	-16%	19000	17135	-10%
The number of issues dealt with by Help Direct as a consequence of contacts	52000	13000	10641	-18%	26000	23652	-9%

The figures show performance at the end of Q2 is still below target, but there is significant improvement compared to performance reported at the end of Q1.

Recovery Measures

A number of previously reported plans have now been implemented as follows:

- Under performance has been robustly addressed with the four Help Direct providers, in line with contracts. Each provider has met with Commissioning

Leads and analysed the reasons for their performance results and identified ways in which improvements can be made.

- The revised Help Direct leaflets and promotional materials have been agreed and distributed to all areas. All Help Direct providers now have the newly branded leaflets, template response letters, Powerpoint presentations, posters, newsletters and compliments slips to ensure consistent marketing is supporting the promotional work and outreach of the teams.
- Follow up calls have also been made to all adults who were no longer eligible for social care services after Fair Access to Care Services (FACS) reviews to ensure they were offered support from Help Direct.

Three further other options have been considered as follows.

- An article about Help Direct will be drafted and will appear in the next County Council edition of 'Vision' in March 2013.
- Work is taking place with Parish Councils to publicise the service. An update on progress will be provided at the meeting.
- Consideration was given to the inclusion of a leaflet about Help Direct in Council Tax letters in early 2013. However, District Councils are taking a different approach this year due to legislative changes and they have resolved that no additional information will be sent out with their council tax statements.

In order to ensure this improvement in performance is sustained, Help Direct providers will take some further steps over the coming weeks as follows:

- They will target five key target groups (health partners, neighbourhoods/specific communities, social care service users, key partners/networks and Older People) with further promotional activity. They will work with the Communications team to finalise and implement a county-wide radio campaign around the key groups and other, related marketing opportunities.
- They will also widen the range of key referral partners, to include agencies such as the police, prison service and Job Centre Plus, supported by targeted promotional and awareness-raising materials.
- In addition, the transfer of the access elements of Help Direct to Care Connect is going ahead, as scheduled, later this month. This will increase the capacity of the Help Direct teams on the ground to concentrate on outreach and partnership development.

Conclusion

Finally it is notable that at the start of Q3 there were 3,580 contacts in October. There were 5,736 issues dealt with in October. These performance figures show that the deficit has reduced again (to 7% for contacts and 3% for issues), which indicates that both annual performance targets should be met.

Consultations

N/A

Implications:

This item has the following implications, as indicated:

Risk management

There are no significant risks associated with this report.

Local Government (Access to Information) Act 1985 List of Background Papers

Paper	Date	Contact/Directorate/Tel
Report to the Cabinet Committee on Performance Improvement – 'Help Direct Information and Performance Update'	12 October 2012	Dave Gorman, Office of the Chief Executive, (01772) 534261

Reason for inclusion in Part II, if appropriate

N/A