*WHERE DO WE NEED TO GET TO?*

*You are advised to sum up your vision in a clear and succinct way, ensuring that it is memorable and easy to understand, and fits with the wider vision for your community (such as the Health and Wellbeing Strategy).*

*Your “approach” could be informed by TLAP’s Principles on Information and Advice. It could cover such issues as:*

* *Being* ***personalised*** *– recognising that everyone’s needs and assets are different, and that while many people are able to research things for themselves, others need more in-depth help including advocacy.*
* *Being* ***preventative*** *– giving people early advice about how to manage their own health, and help them plan ahead.*
* *Being* ***asset-based*** *and geared to* ***promoting people’s independence*** *– building people’s capacity to access and use information, and to manage their own care and support.*
* *Being* ***joined up*** *– so information and advice provision is coherent, and people can access support easily, without being passed from pillar to post.*
* *Ensuring* ***high quality*** *– so people have their queries resolved well, and experience information and advice as easy to understand, accessible, timely, comprehensive and accurate.*
* *Being* ***efficient*** *– maximising the potential of the internet, streamlining the processes for producing information, reducing duplication, pooling resources, and making the most of our informal assets (such as the people in our community who are already experts).*

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| 1. **Our Vision, Approach and Priorities** |
| **Our Vision**  *Illustration:*  *“We will ensure citizens receive high quality and impartial information, advice and advocacy services which enable them to optimise their health and wellbeing.”* |
| **Our Approach**  *Illustration:*   * *Being* ***personalised*** * *Being* ***preventative*** * *(See other examples above)* |
| **Our Priorities**  *(Note: Aim for no more than ten. These should relate closely to the improvement goals you identified in “Where are we now?”)*  *Illustrations:*   1. *We will improve access to the internet in our community, and develop citizens’ skills in this area.* 2. *We will continue to develop the content of our council’s website, to ensure compliance with the Care Act.* 3. *We will ensure that an online resource (Gateway) is developed, maintained and made accessible to staff, partner organisations and the public.* 4. *We will re-commission information and advice services provided in the independent sector and encourage the creation of a new local consortium.* 5. *We will improve people’s access to independent financial advice.* 6. *We will specifically improve advice and signposting for the following groups and communities…* 7. *…….*   *etc* |
| **How we will improve people’s experience**  *(Note: this should relate closely to what you have found out about people’s experience, as recorded in “Where are we now?”).*  *Illustrations:*   * *Our aim is that by (insert date), more users and carers will report that they find it easy to get information and advice (ASCOF indicator)* * *We will achieve improved satisfaction with the local authority (health and care) website.* * *We will improve people’s experience in relation to:*   + *Information and advice resolving issues at an early stage and helping people to plan ahead*   + *Having a range of queries addressed without being passed from pillar to post*   + *Finding it easy to understand how the social care system works*   + *Finding it easy to understand how social care is funded and what our contribution will be*   + *Information being accessible, comprehensive and of good quality.*   *etc*  *We will develop a way of monitoring this across agencies, including regular customer*  *feedback.* |