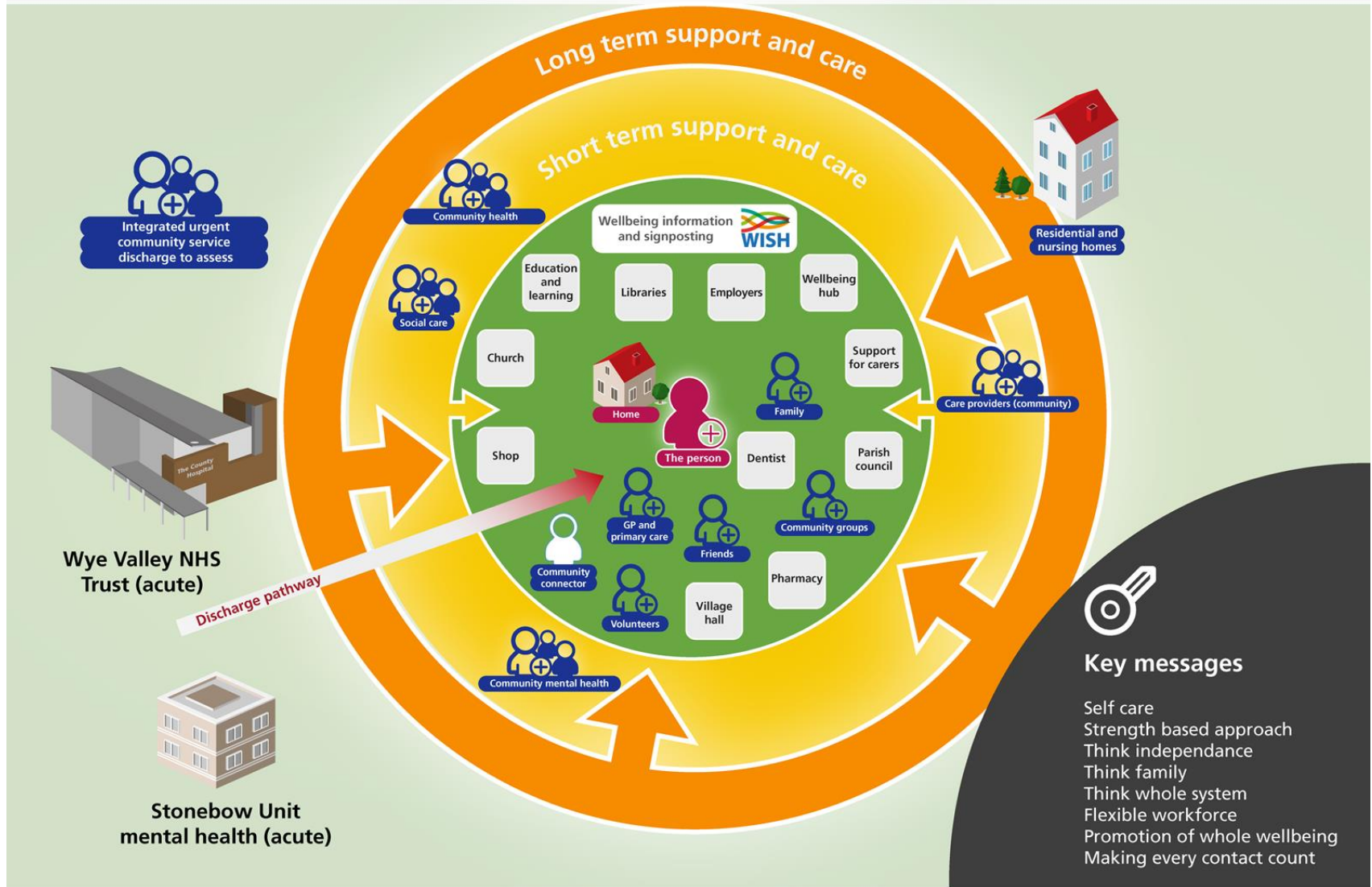


WISH

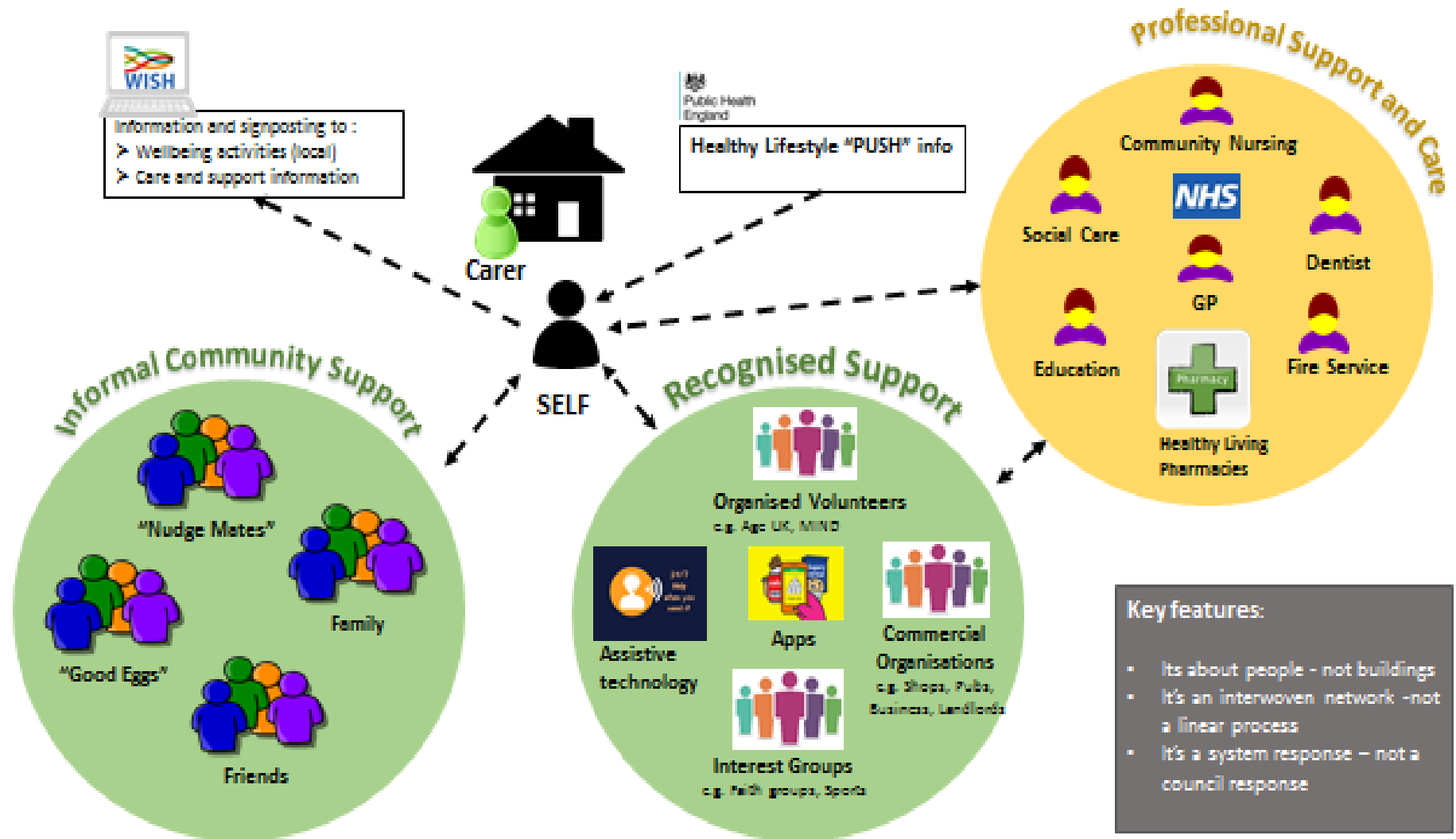
Wellbeing Information and Signposting for Herefordshire



The Blueprint



Community wellbeing and prevention model – connecting people



- Key features:**
- Its about people - not buildings
 - It's an interwoven network -not a linear process
 - It's a system response – not a council response

WISH

- An online, web based service for local people including families, professionals and individuals of all ages
- Information and advice and directory of services and opportunities
- From universal services and local groups to specialist health and social care products
- Supported by a “hub” service, initially focused on providing in-person support and encouraging use of WISH online
- Opened in early 2016 and not yet fully launched and promoted
- Two contracts; System Associates for the online platform and Services for Independent Living (SIL) for the “hub” service

Objectives

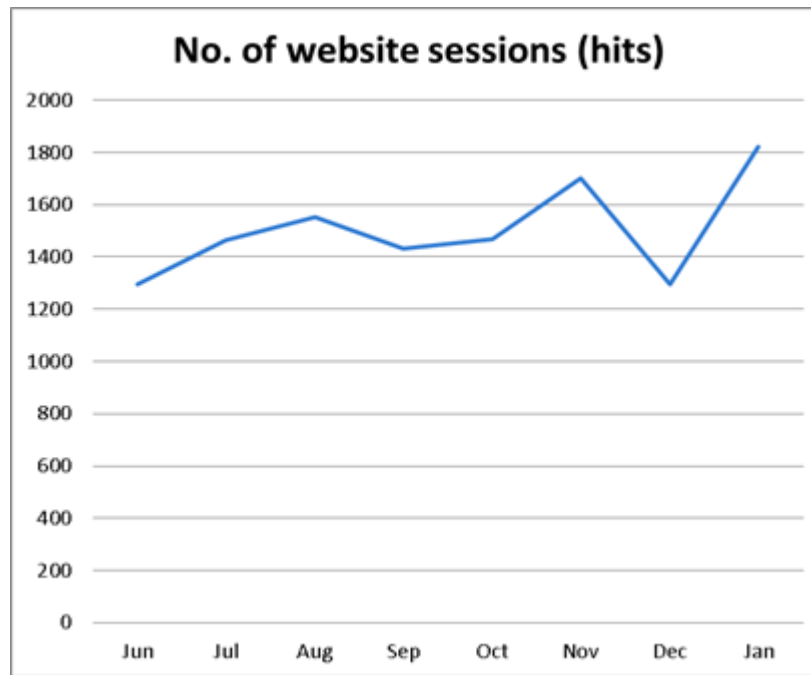
- Encourage use of universal, preventative, low intensity provision
- Enable self help and choice
- Support a changing relationship between the council, its partners and local citizens
- Help fulfil statutory duties under Care Act 2014, Children and Families Act 2014
- Provide opportunities for providers
- Support and promote wider preventative infrastructure

A new direction from 2017

- Improved functioning online; simpler, quicker & more integrated
- More content for children and families, housing and health
- More local, neighbourhood based content
- SIL focused on embedding access to WISH through existing customer focused services
- Promoting use of WISH online by public and voluntary sectors and professionals
- Phasing out direct in-person advice by SIL

Online Performance

- 18,000 hits in 12 months from February 2016
- Recent surge in use with 1,823 hits in January 2017
- Rise in individual users and especially new users



Online Performance

	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Total
No. of users	752	778	838	884	843	1031	1009	959	1081	1125	959	1269	11528
No. of first time users	373	359	363	416	439	608	537	543	660	625	615	775	6312

Performance - Phone calls to “hub”

- Telephone demand to WISH much lower than expected; 219 monthly
- Recent trial of diverting calls from adult social care (ART), but many enquiries re-routed back to ART
- Low telephone demand reflects high usage by professionals and carers



Performance

Visits and pop-up access

- Visitors to the WISH Hub office remain low; 148 monthly
- Temporary shop front closed. Now based in City Library
- Wide range of pop-up sessions held across county with varied attendance and very low outcomes in enquiries
- New focus away from separate pop-up sessions towards;
- Embedding access to WISH through other public and voluntary sector services with a customer focus
- Libraries, NHS sites, HALO, customer services and voluntary organisations.

Visits and pop-up sessions



	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Total
No. of pop ups / outreach delivered	23	11	17	15	21	18	18	25	13	18	179
No. of people attending pop ups / outreach	392	185	413	116	292	1594	1041	210	135	79	4457
No. of enquiries dealt with at pop ups	24	8	51	5	51	22	33	25	10	6	235

Factors in demand for WISH

- National pattern of professional and carer usage
- No full promotion of online or hub service
- Delays in availability of City Library
- Need to embed access in universal services

WISH in wider prevention framework

- Embedded in customer services and promoting universal and community services
- New carers strategy; information and signposting for carers
- Wellbeing networks, promoting behaviour change
- Promoting and used by local supportive communities groups
- Explore potential for wider use by health professionals.

Phase 2 Online improvements in 2017/18

- Integrated all age approach
- Integration of directory and information content features
- Improved search function
- Increased diversity of children and young people's content
- An events diary feature carrying up to date information on community groups and activities.
- A directory of personal assistants

Embedding the use of WISH

- All provider and group entries self supporting
- Integrating WISH into library services
- Information and signposting for carers
- Customer focus across public services
- Inclusion in public facing voluntary sector services
- Integration within developing advice network through HIAAP
- Potential to link from GP systems to be explored

The role of the “Hub” service by SIL

- Ensure all providers and groups self serve
- Promote actively the online service
- Increase local neighbourhood and other content
- Improve and extend information for carers
- Embed access through public /voluntary services
- Phase out specific WISH pop-up activities
- Support editorial role of the council on WISH content

WISH The future

- Integral to prevention and wellbeing system
- A comprehensive online offer responsive both to very local needs and those of particular groups
- Greatly improved and more integrated functionality
- Ongoing improvement in partnership with other councils
- Future role of SIL service, subject to contract review in 17/18
- Robust performance management