



**London Borough of Hammersmith & Fulham**

**Health, Adult Social Care & Social Inclusion Policy and  
Accountability Committee**

**Adult Social Care Information and Signposting Website – People First**

**Report of the Divisional Director)**

**Open Report**

**Classification:** For Scrutiny Review and Comment

**Key Decision:** YES

**Wards Affected:** ALL

**Accountable Executive Director:** Mike Potter, Interim Director, ASC Commissioning

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AUTHORISED BY: .....

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DATE: .....

## 1. EXECUTIVE SUMMARY

- 1.1. The Care Act 2014 places a series of new duties on local authorities about care and support for adults. Broadly, the purpose of these new duties is to ensure people who live in their areas:
  - 1.1.1. Receive services that prevent their care needs from becoming more serious
  - 1.1.2. Can get the information they need to make good decisions about care and support
  - 1.1.3. Have a good range of providers to choose from<sup>1</sup>
- 1.2. The Care Act 2014 makes it clear that local authorities must provide information on a number of key areas that will help people understand how care and support works in their area, what care and funding options are available and how people can access care and support services.
- 1.3. The intention is to meet the above requirements of the Care Act 2014 through the use of the [People First](http://www.peoplefirstinfo.org.uk/) website.
- 1.4. People First is a signposting and information site for the residents (or friends, family, carers etc.) of Westminster (WCC) and Kensington & Chelsea (RBKC). The site combines information and advice on topics from general health to home adaptations, to money and legal advice, to advice for carers, to activities and events happening locally, with information about products and services provided by third parties. There are also links to more detailed sources of information where appropriate. This site is also aimed at professionals in supporting the work they do with residents to help them stay independent. The site is based on a website portal platform that was purchased as part of the procurement of the new shared services Adult Social Care (ASC) case management system, Frameworki.
- 1.5. In addition to the information and signposting elements of the site, it is also proposed that self assessment facilities be made available through People First, providing the potential for direct integration with Frameworki. This functionality would also address additional requirements of the Care Act 2014 around the provision of assessments to those who need / want them. This functionality would need to be properly scoped, designed, developed and implemented for all users of the site and would be a separate project to any LBHF implementation.
- 1.6. We are now looking to add information about services and providers who operate in the London Borough of Hammersmith and Fulham (LBHF) to the site to create a local signposting and information service for residents.

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<sup>1</sup>[https://www.gov.uk/government/uploads/system/uploads/attachment\\_data/file/268678/Factsheet\\_1\\_update\\_tweak\\_.pdf](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/268678/Factsheet_1_update_tweak_.pdf)

## **2. RECOMMENDATIONS**

- 2.1. That the Hammersmith and Fulham Cabinet approve the proposal to allow the Council to include the London Borough of Hammersmith and Fulham on the People First Adult Social Care information and signposting website at a cost of £170,250. Procurement of the People First website would be managed under the contract with the Council's strategic IT partner.
- 2.2. The proposed length of the contract is 2 years from the 17/01/2015. This would reflect the outstanding duration of the current contract with Corelogic for the Adult Social Care case management system, Frameworki. Additionally, the People First contract has the option of a further 5 year renewal at the end of the initial two year period, in line with the arrangements available for Frameworki.
- 2.3. That approval is given to amend the Adult Social Care pages of the LBHF corporate website<sup>2</sup> to direct website users to People First where appropriate.

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<sup>2</sup> [http://www.lbhf.gov.uk/Directory/Health\\_and\\_Social\\_Care/](http://www.lbhf.gov.uk/Directory/Health_and_Social_Care/)

### **3. REASONS FOR DECISION**

- 3.1. The People First site is designed to meet the requirements of the Care Act 2014 as outlined in section 1, thus helping to manage the demand for ASC services in each of the partner boroughs.
- 3.2. The site is used by both the general public and also ASC practitioners, who refer people to it if they need certain information or use it face to face with service users when they visit (n.b. this is currently limited by technology available to practitioners, but we are hoping to address this via mobile working). Analytics information shows that approximately 15-20% of all visits to People First are by ASC practitioners or other staff from the three boroughs.
- 3.3. While the general information and advice on the site is applicable to anybody, website users from LBHF do not receive the additional benefits that the site can bring about through the use of the local events and news sections, service and product information provided in their area or links to other local resources. By way of example of the importance of this local information, the events page is the third most popular page of all time on the site (see Appendix 1). The provision of local information is also a key requirement of the Care Act 2014.
- 3.4. Service providers from LBHF are already keen to start advertising their products and services on the site and we have already been contacted by a number who wish to be able to do so. There are approximately 80 registered providers on the site at present.
- 3.5. Without LBHF procuring the People First site, the benefits service users or their relatives etc. are likely to receive as outlined in 3.1 – 3.4 is greatly reduced. Additionally, without the People First site, LBHF would have to explore and implement a standalone solution for providing self assessments and meeting the other requirements of the Care Act 2014, thus creating a significant duplication of effort.

## **4. INTRODUCTION AND BACKGROUND**

- 4.1. People First is a new signposting and information service for adult residents, or those who care for or support residents, of the Royal Borough of Kensington and Chelsea (RBKC) and Westminster (WCC). The site is based on a similar, well used (but now retired) section of RBKC website, also called People First, but has been re-launched with a new structure, a new web address, new features and cleaner, clearer design.
- 4.2. The site is designed to treat people as experts on their own needs, with a clean and easy to use interface, making a virtue of colour, images and video. The site endeavours to celebrate the local by promoting local events and organisations as well as providing up to date and relevant news stories. People First also has a feature whereby related information, organisations, products and services are displayed when looking at content on the site. This allows us to signpost visitors to things they may not have considered. For example, when looking at pages about stroke, related organisations could include the British Jigsaw Society – this is because jigsaws are good for people recovering from a stroke. By providing visitors with information about how they can help themselves, we hope to reduce the number that reach crisis point and end up needing emergency intervention from social care or health services. However, we do not hide reference to these services.
- 4.3. The platform for the site was purchased as part of the procurement of the new shared services ASC case management system, Frameworki. As such, the platform offers the potential for integration with Frameworki, which raises the possibility of using People First to address some of the assessment requirements of the Care Act 2014.

### ***Previous Submission to Cabinet***

- 4.4. Reference to the People First site was included in the submission to Cabinet in September 2013, where it was stated the proposal would be submitted as a standalone document at a later date.

## 5. PROPOSAL

- 5.1. That People First is used to provide Adult Social Care signposting and information services (including local news, events, providers and services) to the residents and other associated people in LBHF.
- 5.2. That a project is established to carry out the following implementation activities:

### ***Establish implementation project team and necessary governance structures***

- 5.3. A business as usual (BAU) team is currently responsible for the day to day running of the People First website. It is anticipated that additional resources will be required for a finite period in order to deliver the changes detailed below. It is anticipated this team would require a part-time project manager and an additional resource for the editing of content and promotion of the website. It would also require a small amount of time, for oversight purposes, from the ASC IT Programme Manager.
- 5.4. Governance would likely follow established BAU channels, namely:
  - People First Change Control Group ->
    - Operational Management Team ->
      - ASC IT Programme Board

This governance approach would be agreed as part of project start-up.

### ***Update site infrastructure to accommodate a third local authority***

- 5.5. The People First website currently contains a number of features that are configured for Westminster and Kensington and Chelsea only. These include the ability to select a geographic area for the provision of goods or services by providers (using postcodes) and the ability to have borough specific variations of information shown to users from different areas e.g. contact information for borough specific teams or contact centres.
- 5.6. These features will be enhanced by the site providers to allow for the addition of LBHF related information into these areas.

### ***Incorporate LBHF information and resources into the People First site***

- 5.7. The content on the People First website has been written so that is as encompassing as possible. However, LBHF content will need to be reviewed and where there are gaps in the content on People First these will be updated. It will also be necessary to update People First with certain pieces of LBHF specific information, such as contact details and details of local services that may not be available in RBKC or WCC.

- 5.8. It will also be necessary to ensure that ASC related publications are also transferred to People First from the LBHF website, or that a non-branded version is available, where appropriate.

***Inclusion of LBHF providers on the People First site***

- 5.9. One of the key features of the People First website is that third party providers can register to advertise their products and/or services to website users. A number of providers are already registered on the site that provide goods/services in WCC and/or RBKC.
- 5.10. An exercise is currently underway to update the details of all of the providers migrated into the site from existing sources. This would be expanded to include addition of LBHF providers over the course of the next 8-12 months. As a result of this exercise, the self registration element of the site has been suspended until August 2015.
- 5.11. In August 2015 the ability for providers to register themselves and maintain their information on People First will be turned back on. A timetable and detailed plan for reintroducing the registration process will be confirmed by the BAU support team shortly.

***Update the LBHF website to signpost to People First and reposition sovereign content as appropriate***

- 5.12. Having ensured all LBHF related content is on People First, it would then be necessary to carry out a reorganisation of the existing ASC pages on the LBHF website. This will contain three key elements, as follows:
- 5.12.1. Remove materials now found on People First
  - 5.12.2. Where appropriate, move sovereign content (e.g. details on how to complain, LBHF specific ASC policies and reports etc.) to other sections of the LBHF site or to a new sub-section of the ASC pages
  - 5.12.3. Add redirects to the People First site from individual pages and/or landing pages
- 5.13. The exact nature of the above tasks would depend on the amount and type of content on the LBHF site and would be fully scoped and agreed as part of the project

***Carry out promotional activities***

- 5.14. As with the launch of People First in RBKC and Westminster, the project team would undertake some promotional activities with four main groups of people:
- 5.14.1. LBHF ASC staff – one of the key audiences for the site is practitioners in ASC as they can gather information for service users and use it as a resource on conditions that they may not be experts in.

- 5.14.2. Non-ASC staff in LBHF – promotion with staff outside of ASC who may have a use for the site with their own service users e.g. Housing
  - 5.14.3. NHS partners – promotion of the site with NHS partner organisations, including GPs, mental and public health teams and pharmacists.
  - 5.14.4. The public – promoting the site to potential service users, their carer's, families or friends. This work can potentially be carried out in conjunction with Health Watch.
- 5.15. Previous launches have promoted the site to the above audiences via leaflet and poster distribution to relevant places (charity shops, faith groups, GPs, pharmacists, drop in centres), face-to-face briefings (e.g. to GP groups), group emails, news articles in local publications etc.
- 5.16. The exact type of promotional work would be fully scoped and agreed as part of the project.

***Transition back to Business as Usual (BAU)***

- 5.17. Once the activities above have been carried out the project team will carry out a project review with a view to closing the project and transitioning responsibility for the People First site back to the BAU management team.



## 6. OPTIONS AND ANALYSIS OF OPTIONS

- 6.1. The only alternative option to implementing People First for LBHF, which brings all the benefits outlined above, is to continue maintaining a separate information and signposting section of the LBHF website<sup>3</sup>. This option is not recommended for the following reasons:
- 6.2. Duplication of effort – all of the information on the LBHF site is present on People First, as well as a lot more information that is not on the LBHF website. It would therefore be a duplication of effort to be maintaining information in two locations
- 6.3. No local information – the LBHF site does not contain the local elements of the People First site, such as news and events. As the People First statistics show, such local information is extremely popular with site users. While the LBHF website does include a local resources directory, '*Where's your nearest*', this does not cover ASC related organisations<sup>4</sup>.
- 6.4. Separate development required for Self Assessment functionality – People First is being explored as the potential solution for providing Self Assessment functionality to the public, with direct integration to the Frameworki system. Without People First, LBHF would potentially have to develop a standalone solution.
- 6.5. Missing out on economies of scale – joining People First would present opportunities to benefit from future developments and features that LBHF would have to separately develop at a likely higher cost, or not develop at all.

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<sup>3</sup> [http://www.lbhf.gov.uk/Directory/Health\\_and\\_Social\\_Care/Help\\_for\\_adults/homepage.asp](http://www.lbhf.gov.uk/Directory/Health_and_Social_Care/Help_for_adults/homepage.asp)

<sup>4</sup> [http://www.lbhf.gov.uk/Wheres\\_your\\_nearest.asp](http://www.lbhf.gov.uk/Wheres_your_nearest.asp)

## 7. CONSULTATION AND APPROVAL

7.1. The proposed consultation and approval route is as follows:

<b>DATE (2014)</b>	<b>EVENT</b>	<b>OUTCOME</b>	<b>STATUS</b>
<b>&lt;3 July</b>	Informal discussions and first draft of launch proposal	Draft document	Complete
<b>3 July</b>	Draft to Adult Leadership Team (ALTT)	Revise proposal	Complete
<b>3 September</b>	Initial briefing to Cllr Lukey	Revise proposal	Complete
<b>8 September</b>	ASC Contracting and Commissioning Board	Approval of procurement elements of the proposal	Approved
<b>10 September</b>	Final paper to Cllr Lukey	Approval to proceed	Approved
<b>15 September</b>	Revised version to ALTT	Approval to proceed to HASC&SIPAC and HFBB	Approved
<b>5 November</b>	Hammersmith and Fulham Business Board (HFBB) meeting	Approval to proceed to OBB	Approved
<b>17 November</b>	Health, Adult Social Care and Social Inclusion Policy and Accountability Committee (HASC&SIPAC)	Approval to proceed	Scheduled
<b>5 January 2015</b>	Cabinet meeting	Final approval	Scheduled

## **8. LEGAL IMPLICATIONS**

- 8.1. The Council's IT requirements are provided by HFBP under a service contract dated 01 November 2006 (the IT Service Contract). Under the IT Service Contract, HFBP contracts directly with software suppliers for the provision of IT software to the Council.
- 8.2. This report requests the approval of funding to enable the Council to be included on the People First Adult Social Care information and signposting website.
- 8.3. Implications verified/completed by: Kar-Yee Chan, Solicitor (Contracts) Bi-borough Legal Services, 020 8753 2772.

## 9. FINANCIAL AND RESOURCES IMPLICATIONS

- 9.1. The cost of the People First portal for LBHF for a period of two years would be £170,250.
- 9.2. One off technical implementation costs are estimated at £73,590. Based on the RBKC and WCC implementation budgets, the project team budget is estimated at £29,210, including a small contingency. There would also be an annual maintenance charge to the site providers of £22,000, with an HFBP margin of £2,200 (10%) on top of this per annum.
- 9.3. Of the £170,250 total highlighted above
- 9.3.1. £127,000 has been earmarked to be funded from the Community Capacity grant allocation to pay for the technical implementation and the core project team, subject to Cabinet approval.
- 9.3.2. £43,250 has been earmarked from the Better Care Fund Implementation Grant, for the Care Act.
- 9.4. The budget breakdown is as follows:

Item(s)	Quantity	Unit Cost	Cost
<b>System Associates Implementation Costs</b>			
Standard Implementation	1	£ 26,565.00	£ 26,565.00
Configuration - non standard items	1	£ 9,900.00	£ 9,900.00
Authority licensing	1	£ 37,125.00	£ 37,125.00
First year's maintenance, hosting and support	1	£ 22,000.00	£ 22,000.00
<b>Implementation Resources</b>			
Content Assistant	40	£ 184.00	£ 7,360.00
Photography / Video Resources	3	£ 300.00	£ 900.00
Launch Assistant	40	£ 184.00	£ 7,360.00
<b>Launch</b>			
Launch Event	1	£ 900.00	£ 900.00
Promotional Materials	1	£ 3,200.00	£ 3,200.00
External Advertising	1	£ 3,000.00	£ 3,000.00
Testing / Outreach Incentives	50	£ 20.00	£ 1,000.00
<b>Technical &amp; Misc Costs</b>			
HFBP Annual Contract Charge (at 10%)	1	£ 2,200.00	£ 2,200.00
Contingency	1	£ 5,490.00	£ 5,490.00
Project Management (at 15% total implementation)	1	£ 19,050.00	£ 19,050.00
Second year's maintenance, hosting and support	1	£ 22,000.00	£ 22,000.00
Second year's HFBP margin	1	£ 2,200.00	£ 2,200.00
<b>CONTRACT TOTAL</b>			<b>£ 170,250.00</b>

- 9.5. Implications verified/completed by:  
Prakash Daryanani  
Head of Finance, Adult Social Care  
020 8753 2523

## 10. RISK MANAGEMENT

There are two forms of risk associated with this proposal – the risk associated with not progressing with the People First implementation in LBHF and the risks associated with the technical implementation of People First, subject to receiving approval to proceed.

### 10.1. Risks of not proceeding with People First implementation

As highlighted in sections 3, 4 and 6 of this paper, the People First site is seen as a key tool in meeting the requirements of the Care Act 2014. The impact of not proceeding with an implementation of People First in LBHF would be threefold:

- 1) No agreed central repository for updating Information and Advice to be compliant with the Care Act requirements;
- 2) unable to provide consistent approach to Information and Advice across Adult Social Care based on using People First format; and
- 3) unable to train staff in the management and provision of up to date information and advice compliant with the Care Act.

Potential mitigating actions would be:

1. Explore potential for using LBHF corporate website to develop central repository of information and advice;
2. Work closely with Comms, Change, and Workforce workstream and Quality, Advice and Safeguarding workstreams to ensure Care Act compliance and training requirement is delivered to timescales.

This risk has been discussed and agreed with Jerome Douglas, Senior Business Analyst, ASC and a risk has been added to the Care Act implementation project risk log.

## 10.2. Implementation (technical) risks

RISK	DETAIL	MITIGATING ACTION(S)	PROXIMTY / IMPACT
<b>BAU Team Capacity</b>	The ability of the BAU team to take on the additional workload that an LBHF launch may bring would need to be considered.	Additional BAU workload to be considered throughout the life of the implementation project.  Project closure review to provide a proposal on the ongoing BAU requirements vs. BAU resource availability.	MEDIUM / MEDIUM
<b>Implementation budget not fully secured</b>	There is currently no secured budget to pay for management of the implementation project	Seek funding as part of the Care Act project  Reduce the project team budget if no additional funding can be secured.	MEDIUM / HIGH
<b>Corporate communications challenges to the approach</b>	Previous experience suggests corporate communications will challenge the existence of the People First site and any proposal to move to it. They are also likely to challenge ownership of ASC content on the corporate website and the best pathway(s) between the two sites	Early discussion with corporate communications to establish an open working relationship.  Demonstration of approaches that have or have not succeeded in WCC or RBKC based on Google Analytics figures.  Commitment to review approaches on an ongoing basis.	MEDIUM / MEDIUM
<b>Divergence of LBHF user accounts</b>	As noted in section 5.18, there may need to be a separate user account on People First that did not link to the LBHF "My account" system. This could potentially increase confusion and support overheads.	Consider whether integration of the two sites is possible at all  Provide clear guidance to service user's about the differences in accounts.	FAR / MEDIUM

10.3. Implications verified/completed by: Richard Biscoe, ASC Project Manager, 0207 641 1456 and Jerome Douglas, Senior Business Analyst, ASC,

## **11. PROCUREMENT AND IT STRATEGY IMPLICATIONS**

- 11.1. There are no procurement related issues as the recommendations contained in this report relate to an order to be placed under the contract with the Council's strategic IT Partner.
- 11.2. Implications verified/completed by: Joanna Angelides, Procurement Consultant, 020 8753 2586

### **LOCAL GOVERNMENT ACT 2000** **LIST OF BACKGROUND PAPERS USED IN PREPARING THIS REPORT**

<b>No.</b>	<b>Description of Background Papers</b>	<b>Name/Ext of holder of file/copy</b>	<b>Department/ Location</b>
1.	N/A		



## Appendix 1 – All time most viewed pages on People First

Page	Pageviews	% Pageviews
1. /	23,060	27.33%
2. /health-and-well-being.aspx	1,887	2.24%
3. /events.aspx	1,628	1.93%
4. /at-home.aspx	1,491	1.77%
5. /things-to-do/travel-and-transport/freedom-passes.aspx	1,365	1.62%
6. /at-home/staying-in-your-own-home.aspx	1,309	1.55%
7. /looking-after-someone.aspx	1,158	1.37%
8. /at-home/staying-in-your-own-home/support-in-your-home.aspx	992	1.18%
9. /staying-safe/safeguarding.aspx	982	1.16%
10. /at-home/staying-in-your-own-home/requesting-an-assessment.aspx	819	0.97%