



Performance Reward Grant Scheme

APPLICATION FORM

To be returned to:

wiltshirelaa@wiltshire.gov.uk

Area Board	<i>Warminster</i>	
Form submitted by (contact for all queries)	<i>Ann Merrills, Chair – WVCP Health and Social Care Group</i>	
Name of initiative	<i>WARMINSTER DIRECTORY OF SERVICES FOR OLDER PEOPLE</i>	
Brief Description of Initiative	<p><u>"I wish I had known about that".</u></p> <ul style="list-style-type: none"> • Timely access to information and support available within health, social care and voluntary sectors is crucial - particularly for older people. • There is much help and support out there, but networking and knowledge are often limited. • Various attempts within Wiltshire have been made centrally over years to convey this type of information; locally-based directories have already proved highly successful in B&NES, Norton Radstock and Chew Valley. • We seek to compile and print a Warminster and Villages version (+ on-line), thereby piloting in Wiltshire a truly local, accessible user-friendly approach, owned by the community. 	
Please put a cross against the ambition(s) that this initiative will support *It is only necessary to identify those ambitions on which you feel your bid will make a significant impact.	Building resilient communities	X
	Improving affordable housing	
	Lives not services	X
	Supporting economic growth	
	Safer communities	X
	Protecting the environment	
	Action for Wiltshire – combating the recession	
	Improving outcomes for Children and young people	
Amount of funding sought	<i>£8000</i>	
What will this money be spent on?	<p><i>Please give a breakdown of the amount shown above the different items this funding will cover. This should also identify which items are revenue and which are capital – see Appendix 1 in the Bid Pack for capital expenditure guidance</i></p> <p>REVENUE FUNDING FOR PRINTING OF BOOKLET: £7000</p>	

	ADVERTISING AND GENERAL COSTS:£1000
Is planning permission required? Yes/No	<i>If 'Yes': has it been granted? (Please give details)</i> Not applicable
Have quotes been obtained? Yes/No	<i>If 'Yes' please give details/attach quotes and indicate which one is your preference and why.</i> YES – 2 estimates attached; a third failed to respond in time. It is difficult to be precise at this stage because the exact number of pages and type of binding are not yet determined. The grant application is being made on the basis of providing the same standard of printing and binding as the B&NES version. <i>If 'No' please give details of why quotes have not yet been obtained.</i>
<p>Note: Bids will only be considered if they help us to achieve our ambitions in the Local Agreement for Wiltshire. It is important that initiatives have a positive local impact, and that we are able to show success. In this section you are being asked to provide information about how your project contributes, and how you will measure that success. The level of improvement we expect to see will be proportional to the level of the bid: i.e. the more funding required, the greater the level of impact and improvement that will be necessary.</p>	
Please describe how your initiative will support the ambition(s) indicated above, and summarise the action that will be taken	<p><i>Attach separate documents if appropriate</i> B&NES version available in printed and email form - supplied; Norton Radstock and Chew Valley in printed form – ours in Warminster will be based on these but developed to meet local needs.</p> <p>With an aging population, nothing is more important than enabling people to be independent for as long as possible. So often in the 20 years I have been involved at a strategic level in the health, social care and voluntary sectors, I have heard of people not having the right information at the right time to be empowered to access the right support. It is clear from other feed back from other members of the Health and Social Care Group that this is a universal issue. The greater emphasis on care in the community over recent years has meant a degree of fragmentation so that even professionals often cannot keep up with the pace of change and be aware of the support available.</p> <p>The Directory aims to have all relevant information available in one place. The underlying concept is that people are more likely to be able to seek help if the information provided is as local as possible and is accessible in an easy format.</p> <p>Anecdotal evidence shared through the Group shows that people using a variety of services are confused about who to call, particularly out of hours/in emergencies. Many have been</p>

	<p>passed from service to service. The booklet would also assist service providers in signposting.</p> <p>Initially, the idea is to provide an on-line version for 3 months, to advertise the Directory extensively and to ask all relevant organisations and groups in the Town and Villages to comment/add/amend the Directory – before it goes to print.</p> <p>The work on compiling and co-ordinating is being undertaken on a voluntary basis by the WVCP Health and Social Care Group.</p> <p>The Directory is a substantial well-produced book which, unlike leaflets, is going to be kept.</p>
<p>What makes this initiative a local priority (e.g. evidence from research and local support)</p>	<p>Facilitating the availability of information has been a prime aim of the WVCP Health and Social Care Group since its re-inception in January 2009. All Members of the Group support the concept of the Directory and additional areas of importance for inclusion are constantly being identified – e.g. clarifying confusion over emergency and out of hours numbers emerged at the last meeting. (N.B. Group Membership reflects the wider community including key local Charities as well as local health and social care professionals). There is also considerable support from the Town Council – on whose web-site the Directory would appear and who provide the Secretariat for the Group.</p>
<p>How will you know you have been successful?</p>	<ul style="list-style-type: none"> • Booklet produced and available online • Feedback forms received • Feedback from service providers
<ul style="list-style-type: none"> • How will you measure the impact? (may have more than one measure) 	<p><i>e.g. performance indicator, public perception survey, number of...</i></p> <ul style="list-style-type: none"> • Initially, by the level of demand for the Directory. • A feedback form would be provided within the Directory. • Number of hits on web-pages.
<ul style="list-style-type: none"> • What is your improvement target (s), and when do you expect to achieve this/these? 	<p><i>In some cases improvement may be achieved in stages, so you may want to give more than one improvement target. Please also give current figures to act as baselines for improvement</i></p> <p>The initial print run would be 5000. There would be more work needed around greater access for hard to reach groups. Baseline figures not available as there is no equivalent service at present. Increasing demand (further print runs, for example), would be an indicator of success.</p>
<ul style="list-style-type: none"> • How will you ensure that the improvement continues after the end of the initiative? (<i>this is one-off funding</i>) 	<p><i>Sustainable improvement</i></p> <p>This is planned as a long-term project. Information will clearly need updating at least on an annual basis. The WVCP H & SC Group intends to maintain the Directory – at least on-line. If the printed version proves to be successful in its first year, then it is anticipated that local charities would then</p>

	<p>have the confidence to finance it in coming years. (With ever increasing access to the internet over 5-10 years, a printed version may gradually no longer be required).</p> <p>Alternatively, consideration would be given to seeking local sponsorship/advertising though it is hoped to keep this as a non-commercial, totally unbiased service.</p>
Who will benefit from this initiative?	<p><i>Consider the number of people likely to benefit and the impact on disadvantage or vulnerability in your area</i></p> <p>At least 5000 people would have access to the printed Directory.</p>
Confirm no unfunded commitments from this initiative	<p>Please delete the statement that does not apply:</p> <ol style="list-style-type: none"> 1. I confirm that there will be no unfunded financial commitments arising from this initiative.
Will ongoing maintenance of premises/equipment be necessary?	<p><i>If 'Yes' please indicate how this will be funded/who is responsible</i> Not applicable</p>
What are the key risks to success and how will these be managed?	<p><u>Risk:</u> Maintaining the quality of the information (Keeping it up to date); We are confident that there is sufficient commitment in the Group to sustain the work to compile and check the Directory information.</p> <p>Risk: The level of demand is not as high as anticipated. We plan to avoid this by promoting the booklet amongst local groups and through service providers. Also, the web-based trial should give a good indication of demand before going to print.</p>
Who will manage the initiative	<p><i>Name, role, organisation, contact details</i></p> <p>Ann Merrills, Chair, WVCP Health and Social Care Group (as at beginning of form)</p>

Signed:

Chairman of Area Board

Dated:

NB: It is the responsibility of the Area Board to ensure that:

- bids are robust and well-founded
- public money is spent appropriately and in accordance with the details of the bid and with any conditions placed on approval by the PRG Panel
- the initiatives are managed well to achieve the benefits and that performance improvement is reported