



TRAFFORD  
COUNCIL



# Developing Trafford's Information and Advice Strategy





## Purpose of the presentation

- **To review the draft strategy**
- **To agree our priorities at this moment**
- **To develop a new strategy which fits where we are now**



# Trafford's Draft I&A Strategy

- **Developed towards the end of 2020**
- **Based on existing discussions and transformation work**
- **Meant to inform commissioning decisions**
- **Meant to inform how Trafford Council's in house services link with the wider offer in Trafford**

# Overarching Principles

Empowering the people of Trafford to get the right information at the right time in the right format

Personalised

Preventative

Asset-based

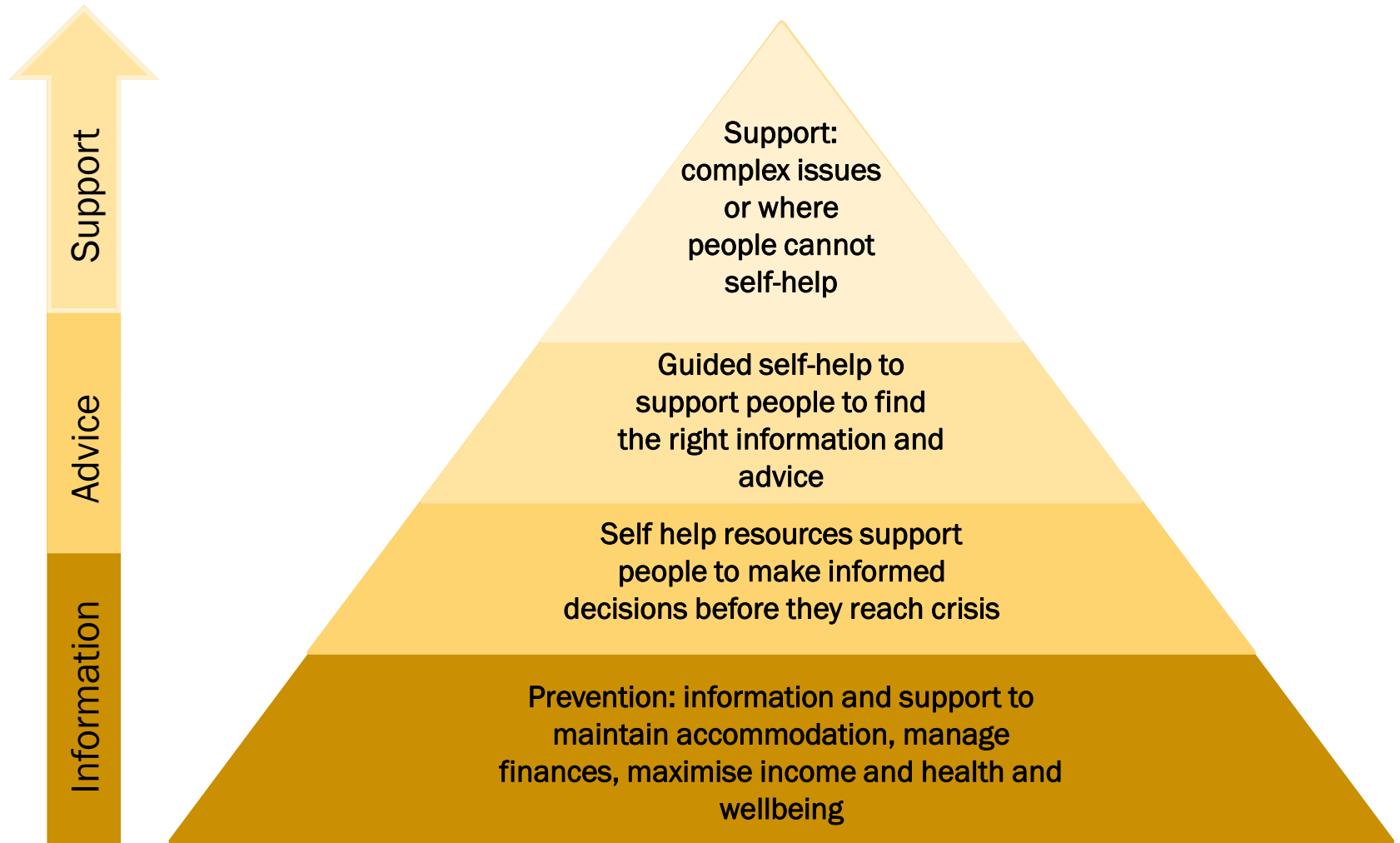
Joined up

High Quality

Efficient



# A targeted offer





# Definitions and scope: what do we mean by information and advice?

## What is information?

*The communication of knowledge and facts*

## What is advice?

*Helping a person to identify choices and/or providing an opinion*





# What do we mean by prevention?

**“Prevention - Proactively pushing information and advice to targeted groups”**

This is focussed on prevention, campaigns and education, enabling people across Trafford to lead the best life they can in the most independent way possible.

- Who will lead on prevention in Trafford?
- What does prevention include?
- Who is this preventative work aimed at?



# What do we mean by self-help?

**“Self Help - I can easily find the information and advice that I need”**

A digital on line offer that is easy for people to use and for professionals to point people towards. Linking to national platforms and constantly reviewed to ensure accuracy.

- Where do we want people to access digital information and advice?
- How do we make sure the digital offer is equitable and accessible for everyone in Trafford?





# What do we mean by guided self-help?

**“Guided self-help - I need someone to help me find the right information and advice”**

Ensuring people are supported to access the information and advice they need if they struggle to self-serve or the situation is more complex and they need to talk things through.

- How do we offer guided self-help?
- What are the barriers to this and how do we address them?



# What do we mean by support?

**“I need someone to help me to find information and advice and to carry out actions”**

A face to face approach that ensures people are not just signposted but also supported to resolve their problems.

- Who should be able to access support?
- What issues should this include?
- Who should deliver this function?
- What do we mean by face to face?

# What about advocacy-in or out?

## What is advocacy?

*Speaking on the behalf of or in support of another person, place, or thing*

- Is there a place for advocacy in the scope of this strategy?*





# Which information and advice is included in the scope of this strategy?

**Housing advice**

**Welfare Benefits advice**

**Debt advice**

**Income maximisation**

**Health and wellbeing**

**Access to services**

**Care choices**

**Employment**

**Social inclusion**

**Informal/unpaid carers**

**Education and training**

**Child care**

**Schools**

**Others???**



# What are the barriers?

What are the barriers to accessing information?

What are the barriers to accessing advice?

What are the barriers to self-help?

How do we address those barriers?



# What factors do we need to consider in setting our strategic priorities?

## Local factors:

- Trafford localities
- Community hub offer
- Employment
- Education
- Age profile
- Ethnicity
- Housing status
- Health inequalities
- Transport routes
- Caring responsibilities
- Others????

## National factors:

- Care Act
- Welfare Reform
- Homelessness legislation
- COVID
- Others???

# Next steps?