

Subject:	STAN (Services To A Neighbourhood) Update	Status:	For Publication
Report to:	Cabinet	Date:	29 th June 2011
Report of:	Head of Customer Services and ICT	Portfolio Holder:	Portfolio Holder Customer Services
Key Decision:	No <input type="checkbox"/> Forward Plan <input type="checkbox"/>	General Exception <input type="checkbox"/>	Special Urgency <input type="checkbox"/>
Community Impact Assessment:	Required: No	Attached:	No
A community impact assessment was completed at the start of the project. However it is proposed to review this assessment to consider how STAN can be used to target specific equality groups.			
Biodiversity Impact Assessment	Required: No	Attached:	No
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1.	RECOMMENDATION(S)
1.1	That cabinet notes the successful introduction of Services to a Neighbourhood (STAN) and endorses the direction being taken to further enhance the service offering to our Customers.

2. PURPOSE OF REPORT

2.1 To provide an overview and update on the STAN (Services To A Neighbourhood) project.

3. CORPORATE PRIORITIES

3.1 The matters discussed in this report impact directly on the following corporate priorities:

- **Responsive and value for money local services** – responding to and meeting the different needs of customers and improving the cost effectiveness of services.

4. RISK ASSESSMENT IMPLICATIONS

4.1 There are no specific risk issues for members to consider arising from this report.

5. BACKGROUND AND OPTIONS

5.1 STAN is a travelling One Stop Shop, providing a full range of high quality interventions to help people get more out of life. Rossendale, Ribble Valley and Pendle all had an aspiration to provide a mobile service, but could not justify the investment alone. Sharing the resource was the obvious way forward. Start up funding and running costs for 2010/11 were met through a £160,000 funding bid to the North West Improvement and Efficiency Partnership (NWIEP). Ongoing running costs from 2011/12 are shared equally between all 3 borough Councils. Rossendale Borough Councils contribution to the running costs, for the next 3 years, is funded from central government grants.

A report on the STAN project was presented to Cabinet in July 2010 and there have been five updates on the project published in members bulletins since that date. Since its launch customer feedback has been exceptional, with 94.3% of visitors 'very satisfied' with the helpfulness and friendliness of STAN staff and several customers saying it has made a real difference.

5.2 STAN was conceived with three aims:

1. Providing outreach services to rural and hard to reach communities.
2. Delivering effective interventions in a friendly and approachable way - meeting people's needs in a holistic way.
3. Delivering efficiencies across the public sector and providing early, money saving, interventions.

5.3 Rossendale is the lead authority in relation to the STAN project, ensuring that all authorities involved in the project liaise, by way of a steering group sharing good practice, and learn from each other.

The Joint Strategic Needs Assessment Team at Lancashire County Council provided profiles for each authority identifying where specific services needed to be targeted. The profiles used the following data:

- Suicide
- Infant mortality
- Health inequality
- Crime and safety
- Fuel poverty
- Number of older people
- Low incomes
- Worklessness
- Dependency on benefits
- Access to financial advice
- Physical mobility
- Access to a vehicle or public transport
- Road distance to services
- Affordability of transport
- Environment and safety
- Awareness of services and how to access them

5.4 Other challenges:

- Developing a strong brand, capable of engaging people in an informal and fun way, breaking down barriers to accessing public services. STAN is a traditional and trustworthy Lancashire name, representing values of friendliness, trustworthiness, reliability and approachability. These were incorporated in the design brief resulting in a visually striking livery.
- Managing expectations - explaining that STAN was for targeted, needs-based interventions which could be evidenced and not just for delivering general council services.
- Fine tuning the targeting and schedule - balancing the target areas with places that had a desirable footfall and were accessible to a 9.3m vehicle.

5.5 Improvements Achieved and Challenges Overcome

STAN has been visited by 322 customers in the three boroughs in its first 5 months (143 being in Rossendale) and customer feedback ([Appendix 1](#)) has been incredibly positive. The case studies ([Appendix 2](#)) demonstrate that STAN is already transforming people's lives and

the endorsements in Appendix 3 shows that STAN has been welcomed by partner organisations.

Successful initiatives include:

- **Benefit take-up** - One in three visitors to STAN (126) have been encouraged and supported with applying for various welfare benefits including housing and council tax benefit, pension credit, disability living allowance and attendance allowance.
- **Falls prevention** – The Falls Prevention Team used STAN in areas which had previously reported high numbers of winter related falls. Sixteen elderly and disabled people received advice and visitors were offered free replacement ‘ferrules’ for their walking aids. Nightlights and personal alarms were also distributed. A typical fall costs the NHS £5,031 which is recorded as a non cashable saving delivered through STAN. The STAN advisors now provide falls advice thus demonstrating the efficiencies that STAN makes possible.
- **Fire Safety checks**- staff on STAN have referred customers to the fire service for fire safety checks. The Fire Service visit the customers property, fit smoke alarms where needed, discuss fire safety and provide a escape plan tailored to their property for the customer to have in place in the event of a fire. 39 customers were referred to and visited by the Fire Service during the first 5 months that STAN has been out and about. The potential savings from undertaking these sorts of preventative measures are massive. The most recent statistics show the average cost of a fire in the home to be £25K. Across Lancashire every fire death costs in excess of £1.5 million, any fire related injury involving a burn equates to over £170k and smoke inhalation costs £44k.
- **Affordable warmth and energy efficiency** - Residents in poor quality housing suffer from affordable warmth issues and health problems. STAN has promoted warm front grants to 25 customers during the winter and provided 224 low-energy light bulbs.
- **Health Campaigns** - Health promotions included Alcohol Awareness Week, National No Smoking Day and the Communities against Cancer initiative.
- **Pensions Service** – The Pensions Service used STAN on 5 days to promote Pension Credits, Disability Living Allowance and Attendance Allowance. Questions about care home costs and capital disregards were also answered. A clear referral pathway has now been implemented and knowledge transferred so that advice can be provided without the Pension Service being aboard.
- **Voluntary and community sector** - STAN has been used by Whitworth and Healey Horticultural Society as part of a consultation to support a National Lottery bid to rejuvenate Whitworth Memorial grounds. The Citizens Advice Bureau are also referring people to STAN.
- **General wellbeing campaigns** e.g. encouraging people to fill out their Census forms, the Police Scamnesty campaign and the Recycle Lancashire initiative.
- **Accrington and Rossendale College** - The College used STAN to promote apprenticeship, vocational training and job opportunities.

Whilst these initiatives are valuable in their own right, one common theme from the case studies (Appendix 2) is that visitors were not aware of the services and support available or know who to approach for help. STAN's friendly and approachable advisors are skilled at identifying what support is appropriate for each person. All visits from customers are followed up with a telephone call to ensure that issues raised and services requested have been delivered, i.e. if referred for a fire safety check that the Fire Service have visited the customer and completed the check.

5.6 Future Targets and Goals

Performance against targets and an update on the project are reported to NWIEP on a quarterly basis. From June 2011 responsibility for monitoring and auditing the project and its performance transfers to the principal auditor at Wigan M.B.C.

The project board has agreed the targets which are reported to NWIEP. These are monitored and reviewed on a regular basis by the board. (see [Appendix 4](#)) Targets include:

- 360 people accessing STAN per quarter.
- 120 referrals to specialist services including Age UK, Community Solutions, Community Transport and Floating Support.
- 120 customers receiving targeted campaign support e.g. Home fire safety check, safe trader, scam buster, Pension Service.
- 70% customer satisfaction
- 50 people accessing employment, training and volunteering.

Many of the targets are very challenging so increasing the number of people using STAN will be the top priority. Heavy snow during winter reduced the number of visitors. Customers can reasonably be expected to double during the summer.

To ensure that awareness of STAN grows, and to position STAN as a friendly and approachable way to access public services, the vehicle will be visiting community events during the summer in all three boroughs including Edenfield Carnival, Bacup and Stacksteads Carnival and the Whitworth Rushcart Festival.

An emerging theme from the customers using STAN has been debt. Generic advice is currently provided but the STAN advisor is scheduled to undertake in-depth debt advice training, purchased from the Citizens Advice Bureau in Leeds, to improve the level of first point of contact support. Tackling financial exclusion will remain a key priority for STAN.

Steering groups in each authority will focus on maximising the use of STAN by all council services and further back office integration to increase first point of contact resolution. The first five months have already exceeded our expectations and the team behind STAN now have the momentum to continue to drive the project on to even greater success.

COMMENTS FROM STATUTORY OFFICERS:

6. SECTION 151 OFFICER

6.1 Financial implications are noted in the report.

7. MONITORING OFFICER

7.1 Legal implications are noted in the report.

8. HEAD OF PEOPLE AND POLICY (ON BEHALF OF THE HEAD OF PAID SERVICE)

8.1 No Human Resources implications arising from the Report.

The STAN initiative has supported the Council to reach and deliver services to a diversity of customers which supports the Council in its duty to promote Equality of Opportunity.

9. CONSULTATION CARRIED OUT

9.1 Housing and Council Tax Benefit Surveys.

9.2 Customers who visit STAN are sent a feedback questionnaire about their experience of the staff and service received. This ongoing consultation ensures that the service continues to develop in a customer focused manner. For instance, a number of additions have been made to the range of leaflets available from STAN in response to comments made via the questionnaire. The general approach to the leaflet display has also been improved following the purchase of racks and stands.

10. CONCLUSION

10.1 That the project although still in its early stages has been extremely well received by customers.