



LIVING  
INDEPENDENTLY IN  
LATER  
YEARS

## **Ask LILY Update Report as at 31/03/2017**

### **Introduction**

Ask LILY started as an online directory of services, organisations and social activities for people aged over sixty-five years in West Norfolk, with a telephone helpline directed to our Customer Information Centre (CIC). It was created with funding from West Norfolk Clinical Commissioning Group (WNCCG) and the annual cost of the website hosting is funded by us.

In May 2014 Norfolk County Council (NCC) announced the availability of Strong and Well funding in each district. After a series of partnership engagement events and submissions a proposal was agreed in February 2016; the basis of which is within the summary report.

After a challenging start the Ask LILY Project has moved on significantly over the last six months; with the recruitment of Karen Robson as the LILY Coordinator being pivotal to the acceleration of actions towards project aims. To enable the project to succeed we have:

- Updated our Ask LILY branding and marketing materials to target those aged over fifty years; including leaflets, roller banners, pens, notepads and t-shirts.
- We have an advertising plan in place which includes LILY adverts in parish magazines, village newsletters, Corn Exchange brochures and on the Sainsbury's digital display board.
- Finalised agreements with Community Action Norfolk and local partners putting in place a LILY Advisor Model document, Grant Conditions and a LILY Advisor Provider Quality Check.
- Developed online processes to enable referrals, appointment scheduling, monitoring and event management.
- We have created and published a Wellbeing Tool on the Ask LILY website.
- We have recruited a temporary LILY Assistant to check, validate and update entries on the website.
- Based on feedback from partners we have instructed Open Objects to develop a secure LILY partners web area
- We have trained CIC staff and Jo Hillard has produced an online monitoring form for them to complete.
- We have worked with the Communications team to produce press releases and have requested social media.
- We have recruited five local voluntary organisations who have provided LILY Advisors; West Norfolk Mind, West Norfolk Befriending, West Norfolk Carers, West Norfolk Deaf Association and Family Action Swaffham.

- We provided mobile IT (iPads); three per organisation, which have been programmed and managed by Adam Whittle.
- We have amended the Ask LILY information on the council website

### **LILY Advisors**

There are now thirty-five LILY Advisors (Strong and Well minimum target – fifteen). We are pleased to have representation from various local voluntary organisations that bring a wealth of knowledge and experience in dealing with older and vulnerable people.

LILY Advisors activity is increasing sharply. Some of the organisations will exceed the maximum numbers of events over the coming months. LILY Advisors are regularly attending GP surgeries, hospitals, leisure centres, libraries and giving talks to older peoples groups.

LILY Advisors are completing home visits and one to one sessions with clients as requested by Karen.

164 events are booked into the diary over the next three months and it is estimated that over 5,000 people have been reached so far.

Regular meetings are now being set up with LILY Advisors, LILY Coordinator and Community Action Norfolk.

### **Online Directory**

The ask LILY online directory is being continually reviewed, updated and increased to ensure all entries are relevant and up to date.

Sections of the directory are being rewritten to ensure they are in 'Plain English' and an easy to read format.

There are 1,612 valid entries on the directory; an increase of over 500.

There is now a usable 'What's on' calendar on the directory detailing social activities.

Traffic to the Ask LILY online directory has almost doubled.

### **Dementia Friendly Home Assessments**

Funding has been used to provide low level adaptations and equipment to people with memory difficulties. A one day training session with Home Improvement Agency and other external colleagues took place with the University of East Anglia. Based on the University's recommendations a list of works has been created which includes:

- Signage
- Coloured grab rails

- Coloured toilet seats
- Memory clocks
- Reminder boards

## LILY Statistics

	Total from 01/09/2016 to 28/02/2017	March 2017	Total	Strong and Well Maximum Target (10 per week)
Customer Information Centre telephone calls	76	55	131	
Online enquiries	58	7	65	
LILY Coordinator One to ones	63	18	81	
LILY Advisor One to ones	87	75	162	260
LILY Coordinator community events	37	4	41	
LILY Advisor community events	67	33	100	260
Marketing and publicity events	23	0	23	
Organisations contacted	230	48	278	
Number of onward referrals	262	100	362	
Numbers of staff and volunteers receiving training	250	47	297	
Dementia Friendly Home Assessments (Since project commencement)	119	4	123	250

## Funding

							financial report as at 10.04.2017 (processed)	Total capital expenditure	Total capital Remaining	Total revenue expenditure	Total Revenue Remaining
	Lily + INDICATIVE BUDGET	WN (Cap)	WN (rev)	S & W (cap)	S & W (Rev)	Sub total					
		£44,500	£55,500	£107,000	£107,000						
<b>STAFF</b>	Lily Co-ordinator		£54,000				24,806				
			<b>£54,000</b>			<b>£54,000</b>	<b>24,806</b>			24,806	£29,194
	<b>VOLUNTARY SECTOR</b> grant allocation				£100,000		31,814.83				
					<b>£100,000</b>	<b>£100,000</b>	<b>31,814.83</b>			31,814.83	£68,185.17
<b>WEBSITE</b>	Client and advisor log in			£21,250			£3,600				
	Improved navigation (inc ext links)			£18,000							
	Enhanced Features (inc Whats On)										
				<b>£39,250</b>		<b>£39,250</b>	<b>£3,600</b>	£3,600	£35,650		
	<b>NCAN referral system</b>	£500		£8,000			5830				
		<b>£500</b>		<b>£8,000</b>		<b>£8,500</b>	<b>5830</b>	5830	£2,670		
<b>MARKETING</b>	Materials				£1,500		1,403.24			1,403.24	£96.76
	Advertising	£500		£1,250			1,757.29	1,757.29	-£7.29		
	Materials inc (pop ups)			£1,500			1,433.91	1,433.91	£66.09		
		<b>£500</b>		<b>£2,750</b>	<b>£1,500</b>	<b>£4,750</b>	4,594.44				
<b>TRAINING</b>	E-learning	£1,000		£3,000							
	Direct training sessions and support	£500		£4,000			3,700				
		<b>£1,500</b>		<b>£7,000</b>		<b>£8,500</b>	<b>3,700</b>	3,700	£4,800		
<b>IT</b>	Mobile (inc Wi-Fi, program & support)		£500		£5,500						£6,000
	Telephony		£1,000								£1,000
	Equipment	£12,000					5983.25	5983.25	£6,017		
		<b>£12,000</b>	<b>£1,500</b>		<b>£5,500</b>	<b>£19,000</b>	<b>5983.25</b>				
	<b>HOME ASSESSMENTS</b>	£25,000		£50,000			£27,000				
		<b>£25,000</b>		<b>£50,000</b>		<b>£75,000</b>	<b>£27,000</b>	£27,000	£48,000		
	Contingency	£5,000							£5,000		
		<b>£44,500</b>	<b>£55,500</b>	<b>£107,000</b>	<b>£107,000</b>	<b>£314,000</b>		<b>£49,304.45</b>	<b>£102,195.55</b>	58,024.29	<b>£104,475.71</b>

## Ongoing Developments and Opportunities

- **Sustainability and Transformation Plan**
  - The Ask LILY delivery model was discussed at the voluntary sector engagement event.
- **The Better Care Fund/ Disabled Facilities Grant Improvement Plan**
  - Ask LILY features as a key element in supporting hospital discharge and reducing hospital admission, as agreed with WNCCG and NCC
- **Social Prescribing**
  - The Ask LILY initiative is one of the models being discussed as part of the proposed West Norfolk Social Prescribing Pilot.
- **Swaffham Provider Partnership**
  - This is a pilot project funded by NCC and Ask LILY will be used as the main source of data and as a hosting platform.
- **Great Yarmouth and Waveney Clinical Commissioning Group (GYWCCG)**
  - We have received an enquiry from GYWCCG regarding the Ask LILY model.
- **Information Sessions with Health and Social Care Partners**
  - The rehabilitation team, ward managers, Macmillan unit, Stroke Team and Day Surgery Unit at the hospital
  - Social Services and Swift and Night Owls team meetings
  - Public Health
  - Pharmacy forums
- **Training**
  - An average of fifty internal and external colleagues per month are receiving training
- **Identifying Gaps in Service Provision**
  - The Ask LILY Project assists the WNCCG to identify gaps in service provision.

## Next Steps

Now the Ask LILY delivery model is established, all feedback from project partners, clients and external organisations is extremely positive. We have agreed to extend the Ask LILY website annual hosting and support until October 2018, at £11,025 per annum.

- Extend the contract of the LILY Coordinator to at least March 2018
- Source funding to continue to deliver the project via the existing model
- To consider other options and prepare costings should external funding not be secured.