



Help Direct Service Brief

Help Direct is a new approach to helping people get that bit of extra support they need to stay independent, to keep healthy, to stay in touch with and see friends, to keep their home and garden in good order, to take part in leisure activities or to have opportunities to get involved in their local community.

Through Help Direct, any person 18 plus in Lancashire will get access to practical support, good advice and guidance or simply the right information they need before a problem becomes a crisis. Investments by LCC in upstream, preventative supports and services should enable savings to be made in specialist health and social care services in the future, potentially releasing further investment into this approach.

Help Direct is a key element in the modernisation of adult social care services, and one of its many unique benefits is to help bring together a wide range of organisations, community activities and third sector agencies to help people find solutions to their everyday problems. Each District in Lancashire has a Help Direct base able to respond to requests for practical help and not just through the providers but through a wide range of partner organisations.

Four lead agencies have been commissioned to deliver the Help Direct service through a contract with Lancashire County Council. Age Concern Central Lancashire are the contract holders for Preston and South Ribble districts and all Help Direct staff are employed by the charity.

Infrastructure

A **Well-being Directory** of local services has been developed which links well with the social prescribing initiatives and district council one-stop shops, this is an online data base which is used by advisors and is available to the public via the internet. www.lancashire.gov.uk/helpdirect

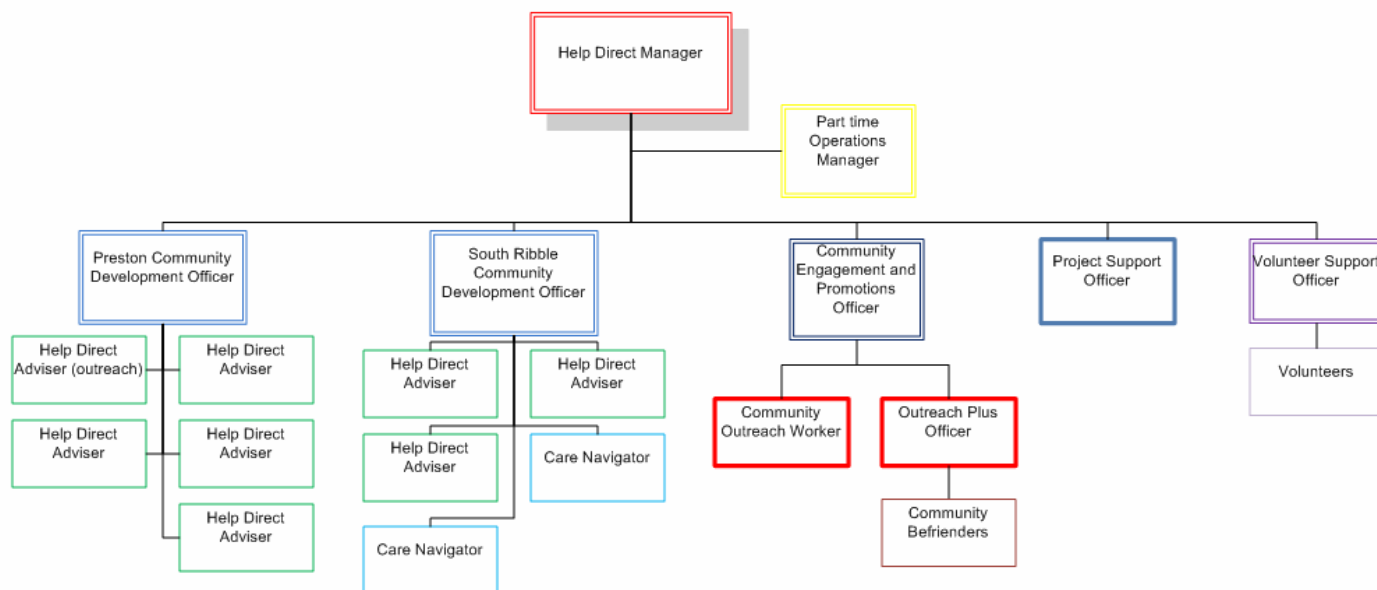
A '**Safe trader**' scheme is also an online database facilitated through trading standards. Trades people who have passed one of the varying levels of quality standards will have the opportunity to be part of the database. This is also public facing through the internet. www.safetrader.org.uk

A **1st Contact Network** is being developed in each district to ensure that services making initial contact with the public are able to pick up any problems that may need a simple referral to another agency, e.g Police, housing provider etc. A key factor is getting in touch with those people who are most at risk of losing their independence.

Targeted **outreach support** is available to people in their own homes, through community centres, by Help Direct outreach staff or through links with neighbourhood managers, health trainers and community health workers.

Help Direct will also enable **capacity building** within the 3rd sector to ensure that agencies are able to respond to the changing well-being agenda or to gaps in the market place. Help Direct will have a direct link into Local Strategic Partnership themed working groups and will also help deliver on well-being aspects of the new Local Area Agreements.

Help Direct Preston and South Ribble Structure



The Help Direct Manager and service is directly line managed by Age Concern Central Lancashire Deputy Chief Executive, responsible to the Chief Executive and the Board of Trustees.

Opening Times

Monday	9.00am – 5.00pm
Tuesday	9.00am – 5.00pm
Wednesday	9.00am – 5.00pm
Thursday	9.00am – 5.00pm
Friday	9.00am – 5.00pm
Saturday	9.00am – 1.00pm
Sunday	Closed

Preston and South Ribble Help Direct Service

- Telephone 0303 333 1111 cheap rate less than 1p per minute
- Generic email info@helpdirect.org.uk
- Website: www.helpdirect.org.uk

Contact Address

Preston

Age Concern Central Lancashire
30 Canon Street
Preston
PR1 3NS

South Ribble

Roccoco Coffee Lounge
41 Chapel Brow
Leyland
PR25 3NH