

# Specification for the maintenance of service data and the provision of a service finder for an Adult Health and Wellbeing Directory of Services

This sample document illustrates how services might be specified when commissioning:

- maintenance of services data to be input and updated in a third party directory of services product
- provision of a service finder website and associated services using data from a directory of services product

<Commissioning organisation> will perform the role of commissioner on behalf of the <Client organisations>.

## Description of service

- Use <clients' chosen directory of services product> to collect, tag and assure service information about hyperlocal health and wellbeing services for adults in <area for which client organisations are responsible>
- Use <clients' chosen directory of services product> to collect, tag and assure data, according to the Open Referral UK schema, which is published as open data platform for third parties to consume for apps and websites
- Consume the assured data via an Open Referral UK compliant API and publish on a public-facing service finder website for use by citizens and professionals
- Signposting telephone line for citizens and professionals

## Data assurance

Ensure that the directory of services content is relevant to all people in <area for which client organisations are responsible> with a particular focus on services that:

- Prevent, reduce and delay the demand for statutory care services
- Support informal and family carers to continue their caring role
- Address social isolation
- Promote independence
- Support equalities groups:
  - o Black and minority ethnic communities
  - o Gender
  - o Disability
  - o Sexuality
  - o Gender reassignment
  - o Age
  - o Pregnancy & maternity
  - o Marriage and civil partnership
  - o Religion & belief
  - o Economic disadvantage

Plus...

- o Intersectional coverage between these aspects
- o Particular focus on those areas of poor health outcomes as identified in the Joint Strategic Need Assessment

Develop and maintain the directory of services content and ensure that information is assured (current, comprehensive and accurate) and is proactively collected and kept up to date; including (and with a particular focus on equalities' groups as above):

- Seeking, researching and updating local, regional and national services, facilities and services, groups and events in the health, social care and well-being fields, including initiating and conducting research to add new information and contacting new services across the whole sector
- Assuring and reviewing existing content and ensuring entries are up to date and accurate
- Supporting external organisations to submit and update their own entries
- Researching, writing and maintaining content for the directory of services
- Identifying and flagging problems with data collection and the directory of services and problem-solving
- Following up with registered providers if they do not respond to reminders to update their information
- Facilitating and supporting organisations to update their own information
- Ensuring that service information is presented in an accessible format and in line with <https://www.gov.uk/guidance/content-design/writing-for-gov-uk>
- Adhering to General Data Protection Regulations requirements

#### **Telephone service**

- Ensure adequate cover for a signposting telephone line from Monday to Friday 9-5pm
- Support people to use the service finder
- Signpost enquiries to appropriate local support services using accessible formats; including:
  - o Responding to requests for signposting from all enquirers in a polite and timely fashion
  - o Establishing enquirers' needs, research the directory and other sources and provide a range of relevant options
- Keeping accurate and timely records of all interactions according to GDPR requirements

#### **Marketing**

- Maximise opportunities to creatively promote the service finder using social media and traditional media
- Contribute to the development of events to promote the service finder and attend external meetings and events
- Promote funders' campaigns and strategies such as seasonal advice or making services more accessible to carers
- Use the funders' logos on the website and promotional materials

## **Partnership working**

It is expected that the provider will take a proactive approach to the following:

- Embed the use of the directory of services in communities and services by collaborating and forging strong links with relevant partners and professionals; these will include but are not limited to:
  - The health area
  - GPs and pharmacies
  - Anchor organisations
  - Community hubs
  - Local community groups
  - Voluntary sector agencies
  - Private sector providers
  - Council commissioned providers
  - Communities
  - Statutory agencies
  - Health partners
  - Council departments such as commissioning and digital
  - Social prescribers
  - Community navigators
- Promote the use of assured data in other systems such as the clinical directories of services
- Identify, encourage, facilitate and enable all partners, particularly hyper-local services (such as small community-based groups), to maintain and improve their data to support the development of the directory of services
- Build and maintain confidence in the directory of services
- Involve partners in the promotion of the directory of services
- Involve partners in the delivery of training to use the directory of services

## **Reporting**

- Ensure that monitoring data is collated regularly and accurately and create monitoring reports as required by the commissioner at half year and end of year including but not limited to:
  - Analysis of website use (Google analytics), e.g.
    - Number of updates made per month by organisations
    - Number of live organisations and services on the directory
    - Number of outdated entries on the directory
    - Number of enquiries into types of services (to identify gaps and demand) such as carers services
  - Analysis of telephone line use
  - Stakeholder survey
  - Client survey
  - Exception reports, e.g. if there is no telephone cover
  - Communication and Marketing Plan
  - Engagement and Training Plan
- Must be able to report data separately for each client organisation
- Attend 6-monthly Contract Monitoring Meetings
- Provide a monthly report plus 6-monthly summary report

- Work to a model of continuous evaluation, monitoring and improvement across the service
- Continuously work with commissioners to develop and align reporting to the outcomes/trajectories/benefits
- Work in partnership with the commissioning organisation's UX team to refine and analyse data reports and the website to improve the customer journey (inc. service user testing)

**Please also refer to the functional and non-functional requirements.**