

# 50 Forward Lancaster

LinkAge Plus

## Access to Information

Getting hold of the right information when you need it can be a daunting task for anyone. Thanks to the Lancaster District 50 Forward project this task has just got easier. Access to Information aims to provide residents, along with organisations working with people over 50, direct access to information about services and opportunities that are relevant to them. This service is based at the council's customer service centres at Lancaster and Morecambe Town Halls.

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# Access to Information

## Objective

To provide residents with direct access to information from a variety of sources that is relevant to people over 50 years of age, including:

- care services and home helps;
- handyman schemes;
- health and well-being;
- housing & transport.

## Achievements against objectives

There is a dedicated phone line in place by which a personal service is given when access to information is required by either a member of the public or by an organisation. Information can be obtained in person from Customer Service Centres based at Lancaster and Morecambe Town Halls

Information can also be obtained by email.

## Wider Achievements

- Promote well-being and independence - the services are preventative in approach and go beyond health and social care.
- Provide flexible pro-active services to reflect the diversity of older people; their needs and aspirations; different environments and anticipate changing requirements.
- Provide accessible services, in that projects are easily accessible in terms of location, opening times, etc.
- Provide a respectful service to its customers and avoid duplication wherever possible.

## Resources

Lancaster City Council was commissioned to provide this service by Lancaster 50 Forward. The information helpline has two customer service advisors and one team leader.

## Key lesson learned

A staged approach to rolling out the service is more effective and realistic than trying to deliver wide-ranging activity too quickly.

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## Further information

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Ref to website: <http://www.lancaster.gov.uk/news/News.asp?id=SX9452-A780E100>

## Related documents

See website above.

