

One Page Marketing Plan for Notts Enabling Service

Background

The Notts Enabling Service provides a 'reablement' service for younger adults with physical disabilities and learning disabilities, as well as younger people in transition from children's services. The service works with people to maximise their independence, provide information and advice about services available. The team also work with people to develop new activities and groups in the community.

The service started in April 2017 and many carers and service users still do not know about the change in approach and what the team can offer. Our aim is to increase the understanding of the service and to communicate more effectively about the types of reablement activity the service can provide.

We also aim to raise awareness with NCC staff and organisations that could refer people into the service to ensure that people are receiving the right level of support to help them to be as independent as possible.

Target audiences

- Service users and carers
- Community Learning Disability Teams (CLDT); Transitions Team; Special Educational Needs and Disability (SEND); Adult Access Connect/Brighter Futures services
- Children's Services

Objectives/KPIs

- To facilitate a reduction in council costs of £775,000 by 2018/19.
- Reduce assessments completed by 15% by March 2019

Activity	Cost	Who	When
For service users / carers			
Video: Using testimony from people who used the service the video will be aimed at service users and carers to inform them about service, its outcomes and benefits.	Up to a max: £2000	ASC Transformation Team	October 2018
Information flyer. To be provided to new service users and families, social care teams and referring organisations.	Up to a max: £500	Policy, Planning and Corporate Services	October 2018
Web page. Information about the service which links from the relevant areas of the website e.g. transitions, SEND, support to live at home.	N / A	Policy, Planning and Corporate Services	October 2018
Survey: ask service users and carers about the service at the end of the process. Did it meet their expectations? Were they satisfied with the outcome? What could be done differently, etc.?	N / A	Policy, Planning and Corporate Services	Ongoing until March 2019
For staff			
Team meetings: attend social care team meetings to highlight the benefits of the service, referral process, etc. Use information and outcomes demonstrate the benefits to those that are currently unaware. Show video and hand out flyers.	N / A	Policy, Planning and Corporate Services	Ongoing until March 2019
Ongoing information about benefits of the service, link to video, number of people supported, savings achieved, etc. Promote through: <ul style="list-style-type: none"> • Intranet news • Team talk • Transformation email • Social care email bulletin 	N / A	Policy, Planning and Corporate Services Transformation Team	Ongoing until March 2019