

# CROYDON COUNCIL

## ROLE PROFILE AND PERSON SPECIFICATION

**DEPARTMENT:** Health Wellbeing and Adults

**DIVISION:** Gateway Services

**JOB TITLE:** **Advice & Early Intervention Lead**

## ROLE PROFILE

<b>Job Title:</b>	Advice & Early Intervention Lead
<b>Department:</b>	Health Wellbeing and Adults
<b>Division:</b>	Gateway services
<b>Grade:</b>	Grade 12
<b>Reports to:</b>	Service Manager – Adults Front Door
<b>Responsible for:</b>	Health & Wellbeing Assessors / Officers / Co-ordinators (Adults Front Door)

Croydon council is taking a place based approach, focusing on localities, prevention and early intervention, and taking a whole family, strengths based community led support (CLS), approach; working alongside residents and their families to maximise their life chances and outcomes. This role operates within that context.

Using the Community Led Support resource wheel and other strengths based, person centred resources, hold good conversations with people to help identify their strengths, gifts and abilities and those of their families, friends and communities.

Help to connect people with people and with communities to support a good life. The role will deliver quality information, advice and short term, preventative interventions designed to provide support to enhance the ability of adult residents to remain independent.

The role will deliver this by bringing together a wide range of directly delivered and partner delivered services to identify or develop new and creative solutions to help customers facing multiple challenges to ensure service impact and evidence-based outcomes for adults/families.

The role will line manage and supervise Health & Wellbeing Assessors/Officers/Co-ordinators working as part of a multi-disciplinary Front Door team, engaging collaboratively with Adults Social Care, Children's Social Care, Housing, Welfare

and key external partners such as Mental and Physical Health services and wide range of community services to deploy a consistent and effective service model to support adults/families to improve their health, wellbeing and independence.

The role will be required to act as a point of escalation to the Health & Wellbeing co-ordinators and manage a small case load of more complex cases requiring preventative or short term actions that need broader interventions across different disciplines. They will work closely with the social workers within the Front Door team to ensure that residents receive a timely holistic and person-centred conversation that prevents, reduces or delays dependence on adult social care. Core to this will be to support the connection of the resident with their networks and community.

The role will have direct significant influence and matrix management responsibilities to co-ordinate officers across a wide range of internal services and partner organisations

This is a capacity building role that provides leadership to enable effective partnership working between many internal services and external partner organisations. It therefore will need to understand and work within and across many different legislative frameworks and organisational, operational practices and processes.

### **Role Purpose and Role Dimensions:**

The focus of this role is to contribute to the Adults front door team and support the delivery of proactive, preventative interventions designed to reduce future dependence on adult social care by engaging well, early and holistically with the person, holding good strengths based conversations with people at their first point of contact to:

- build/increase individual and family independence as a core outcome
- connect people to people and to community provision
- prevent higher costs further downstream through taking holistic early intervention approach
- have greater co-ordination of multi-service/disciplinary approach and our responsibilities, building on existing pathways
- Develop and supervise the Health & Wellbeing Co-ordinators to become highly skilled Trusted Assessors and advisors on social care
- act as a central point for service co-ordination and escalation for identified adults/families with multi-faceted issues
- increase the Council's collective organisational accountability to families/adults (rather than single individual

services)

- better support a family to navigate through various services and hand-off points
- develop and test a new approach that is empowered to take a wider perspective and a common sense view that isn't unnecessarily constrained by existing service boundaries or traditional customer journeys
- inform future service design

It spans **operational** and **strategic** functions primarily responsible for the planning, delivery and development required to achieve positive well-being and safety **outcomes** for vulnerable adults/families. These outcomes are achieved through:

- ensuring effective intensive and assertive interventions (often challenging existing organisational/functional boundaries and ways of working) to address their difficulties and develop their build/increase resilience
- effective assessment and planning to meet the needs of the adult / family and those nearest to them
- understanding voluntary and community sector expertise and resources and engaging with them to provide relevant services locally to residents
- Partnership working with a wide range of internal professional and specialist services and external service providers
- Liaising effectively with a wide range of internal and external service providers to ensure that adults/families are effectively supported
- Developing actions in collaboration with partners and customers, and recording and tracking of these action and the resulting customers outcomes through effective case management using appropriate systems

The role will work borough wide.

The role has a particular focus on quality and therefore is required to have **expert** knowledge of (and provide expert advice on) early intervention/prevention services and a problem-solving, common-sense approach to address the wide range of challenges from the adults/families in Croydon that the role will be working with.

The post holder must have knowledge of relevant legislation across adult social care, children's social care, housing and welfare statutory regulations and guidance, research evidence and practice models in relation to early intervention, prevention and safeguarding for adults / families.

The role involves supporting partnerships with providers, schools and health partners as well as voluntary and community / faith organisations, in order to deliver improved outcomes for customers through breaking through barriers and developing creative new solutions that will ultimately inform the development of new ways of working across multiple services and teams. The role requires a high level communication and influencing skills with a wide range of stake-holders to ensure that all partner agencies are working in a coordinated and integrated way to improve the lives of adults/families.

**Commitment to Diversity:**

The council has a strong commitment to achieving equality of opportunity in its services to the community and in the employment of people. It expects all employees to understand, comply with and promote its policies in their own work, undertake any appropriate training to help them to challenge prejudice or discrimination.

**Key External Contacts:**

Engagement with adults/families will be a key element.

Senior managers and stakeholders within:

- Adult social care social work teams both locality based and borough wide.
- Community and voluntary sector organisations
- South London and Maudsley Mental Health Trust
- Primary care, community and acute health services
- Private and voluntary providers of services that support customers known to adult social care, the range of children's services, and housing, and Gateway & Welfare
- Community / faith / youth organisations.
- Police and Probation services
- MPs and government departments
- Commissioned national and local providers of services and support

**Key Internal Contacts:**

Senior managers, staff and stakeholders in:

- All services within Adult Social care and All-Age Disability
- All services within Housing and Gateway and Welfare divisions
- All services within Children's Social Care and Family Support
- Public health
- Other Council services including the Safety and Planning divisions
- Gateway programme team, Finance and HR services
- Councillors

**Financial Dimensions:**

This role will make a significant contribution to the

establishment and embedding of new operating procedures and pathways with services and partners including escalation, safeguarding, training and development.

**Key Areas for Decision Making:**

Responsible for the decision making necessary to achieve the objectives of the Adults Front Door (listed above):

- creatively identifying and developing multi-agency solutions to improve customer outcomes
- operating in accordance with agreed operating procedures
- ensuring compliance with statutory requirements in respect of the protection and well-being of vulnerable children and adults
- Managing risk and vulnerability and enable effective and timely escalation of cases where risk is identified as beyond the capacity of the role.

**Other Considerations:**

The aim is to provide an accessible seamless service for adults/families; flexible working is required which will involve some evening and weekend work.

There will be considerable travel around the borough

**Is a satisfactory disclosure and barring check required?**  
[\(click here for guidance on DBS\)](#)

Enhanced DBS and adults barred list

**What level of check is required?**

**Is the post politically restricted**  
[\(Click here for guidance on political restriction\)](#)

No

**Is the post exempt from the Rehabilitation of Offenders Act (ROA) 1974**  
[\(Click here for guidance on ROA\)](#)

No

## **Key Accountabilities and Result Areas:**

**Delivering tangible customer outcomes that improve quality of life and increase wellbeing and independence, reducing cost long term**

**Develop and influence effective service development and new ways of working across & between services (internal and external) to create a multi-agency approach**

## **Key Elements:**

This will involve the delivery of measurable improvements in the well-being of adults/families through:

- Delivering the strengths-based community led support approach within the front door team in line with adult social care
- Holding good conversations with people within the community led support approach, using tools and resources Providing quality, timely information and advice to residents
- Working with families/adults with broader than social care needs to
  - understand their situation holistically
  - provide information to help them navigate their options,
  - connect them with relevant local services in their communities and as a result prevent higher costs further downstream through taking holistic early intervention approach
  - Provide short term interventions that stabilises the situation either in crisis or in the longer term
  - Checking back with people after an agreed period (say 2 weeks), to ask how the plans are going, to ensure there is no deterioration and if necessary to flex and change the plans to support good outcomes
- Developing and embedding of a framework to clearly evidence the customer and financial benefits achieved.

This will involve:

Leading and developing the community led support approach

To lead, develop and co-ordinate a multi-disciplinary/agency approach building on existing pathways to provide interventions that reduce, prevent or delay unnecessary access to social care by providing proactive information and early help

To make a significant contribution to the delivery of the service to address customer's complex challenges by working with a wide range of services.

To identify and effectively challenge ways of workings (that are changeable i.e. non-legislative) that present barriers to achieving customer outcomes, develop and implement better ways of working.

To lead on identifying services and agencies that could work with the Adults front door to join up services for the benefit of residents

To make effective use of robust data and evidence to support the planning, delivery and monitoring of the service.

To make effective delivery and monitoring of improved customer outcomes through matrix management/influencing of wide range of staff in other service areas/teams to ensure compliance with legislative and safeguarding requirements, borough-wide policies and procedures and to provide high quality outcomes

To ensure and support involvement from adults/families to plan and deliver services, ensuring their inclusion in strategic and operational issues across the range of service and governance areas

**Leadership and management to deliver customer outcomes and identify new ways of working (the wider system)**

This will involve:

Maintaining expert knowledge of relevant legislation, statutory guidance and policy developments relevant to the service around adult social care, children's social care, housing and welfare.

Leading and developing strong relationships with a wide range of stakeholders to build capacity to deliver better outcomes for adults/families to enable them to identify emerging problems in relation to their specific needs and development

Providing expert advice to directors, staff, partners and councillors for the area of responsibility.

Developing and delivering arrangements for ensuring that staff in the service practice in accordance with the legislation, organisational policies etc.

**Leadership, management and organisational culture**

This will involve:

To manage a team of 4-6 Health & Wellbeing Assessor/Officers/Co-ordinators, developing their skills, competence and capability for quality communication, relationships and services for residents.

To ensure that the team is developed and provided with appropriate formal/mandatory and informal training

To develop a level of autonomy in the Health & Wellbeing Assessors/Officers/Co-Ordinators so that they can engage/visit residents problem solving creatively and contribute to a positive 'can-do' culture within the Adults Front Door team

To deliver work in accordance with clear, professional standards and expectations of the Adults Front Door Team.



To be creative, innovative, and adopt a learning and reflective approach that finds a reason why, rather than why not, to ensure we support our customers to greater independence and resilience

To role model good professional behaviour.

To give praise and recognition so that customers, staff and partners you work with feel valued and respected.

To ensure staff have manageable workloads.

To plan and monitor budgets effectively and create a value for money culture within the service which links resources to outcomes.

To inspire adults/families, staff and partners to give of their best and ensure good morale and functional relationships.

To ensure appraisals are productive and used effectively to promote professional development for managers and staff.

**Quality assurance  
service development**

**and** This will involve:

To support the development of and embedding of a quality assurance framework for the Adults Front Door services which:

- captures relevant well-being and safeguarding outcomes for adults/families
- captures relevant qualitative, quantitative and financial outcomes based on actions taken, strong supervision, and appropriate risk management blended with a common sense approach as a result of early help/prevention/short term intervention
- captures the experience of adults/families, staff and internal and external partners
- builds a strong lead professional network that supports and challenges practitioners in developing their practice and provision
- To use the findings from the QA framework to drive continuous service improvement and to feed into the performance evaluation framework.
- To collect stories of change to evidence the impact of Community led Support approaches on people's lives and outcomes

## Confidentiality

- Treating all information acquired through employment, both formally and informally, in confidence. There are strict rules and protocols defining employee access to and use of the council's databases. Any breach of these rules and protocols will be subject to disciplinary investigation. There are internal procedures in place for employees to raise matters of concern regarding such issues as bad practice or mismanagement.

## Data Protection

- Being aware of the council's legal obligations under the Data Protection Act 2018 (the "2018 Act") and the EU General Data Protection Regulation ("GDPR") for the security, accuracy and relevance of personal data held, ensuring that all administrative and financial processes also comply.
- Maintaining customer records and archive systems in accordance with departmental procedures and policies as well as statutory requirements.
- Treating all information acquired through employment, both formally and informally, in accordance with the **Workforce Data Protection Policy**.
- There are strict rules and protocols defining employee access to and use of the council's databases. Any breach of these rules and protocols will be subject to disciplinary investigation. There are internal procedures in place for employees to raise matters of concern regarding such issues as bad practice or mismanagement.

## Contribute as an effective and collaborative team member

This will involve:

- Participating in training to demonstrate competence.
- Undertaking training as required for the role.
- Participating in the development, implementation and monitoring of service plans.
- Championing the professional integrity of the service.

## Health and Safety

- Being responsible for own Health & Safety, as well as that of colleagues, service users and the public.
- Employees should co-operate with management, follow established systems of work, use protective equipment and report defects and hazards to management.
- Managers should carry out, monitor and review risk assessments, providing robust induction and training packages for new and transferring staff, to ensure they receive relevant H&S training, including refresher training, report all accidents in a timely manner on council accident forms, ensure H&S is a standing item in team meetings, liaise with trade union safety representatives about local safety matters and induct and monitor any visiting contractors etc, as appropriate.

# Person Specification

<b>Job Title:</b>	Advice and Early Intervention Lead
<b>Essential knowledge:</b>	<p>Knowledge and skills relevant to providing advice and proactive interventions as part of a multiagency team</p> <p>The role will play a key role in the innovative high-profile, multi-professional and expert team with a wide range of skills, knowledge and experience across the following areas: adults, children, health sector and housing and welfare.</p> <p>Comprehensive understanding and ability to apply:</p> <ul style="list-style-type: none"><li>• national policy, strategy and developments regarding early intervention and prevention</li><li>• relevant legislation, statutory guidance, standards and procedures</li><li>• assessment processes and identification of need including risk and protective factors and safeguarding risk management.</li><li>• “outcomes” concepts, quality assurance methodology and change / problem solving techniques</li></ul>
<b>Essential skills and abilities:</b>	<p>Able to listen well, build relationship, engage with residents pro-actively</p> <p>Able to consider effectiveness and appropriateness of short term interventions in the context of the long term outcomes and make appropriate decisions</p> <p>Able to form and maintain relationships with internal and external partners to create a multi-disciplinary environment</p> <p>Able to evaluate approaches and outcomes to evidence impact.</p> <p>Able to challenge ways of working and develop new creative solutions to improve customer outcomes by breaking down barriers and unsticking entrenched positions by building partnership approaches that develop joint responsibility and yet maintain integrity of individual accountability and risk management.</p> <p>Able to manage operational change effectively and work at pace.</p> <p>Able to influence and develop other professionals thinking and behaviours that enable new ways of working and the development of a more integrated early intervention and prevention and problem solving across partners.</p> <p>Able to work through complex multi-faceted scenarios with a wide range of stakeholders and vulnerable adults/families to achieve improved customer outcomes and reduce costs, applying a wide</p>

range of problem solving and management skills effectively.

Able to deliver a service dealing with high risk and high complexity in a way that delivers good safeguarding and well-being outcomes for adults/families.

Able to support the development, implementation and deployment of effective outcomes based quality assurance frameworks.

Able to think, plan and manage systemically, as well as operationally to improve individual customer outcomes.

Able to produce high quality, analytical and evidence-based reports.

Able to develop engagement strategies (embracing a range of partners and stake-holders) that result in improved outcomes for adults/families.

**Essential experience:**

Experience of delivering in an area relevant to this service and role - including high risk and high complexity work, which results in continuing practice improvement and the delivery of high quality performance and good outcomes for adults/families

Experience of contributing to significant improvements in practice and outcomes and developing/sharing learning.

Experience of contributing to the development of a highly motivated, high achieving and stable work force with a positive, "can-do", customer-centred culture.

**Special conditions:**

6 day working in line with the Croydon operating times  
Undertake an enhanced DBS disclosure prior to employment and then every three years.

Updated February 2021 (Community Led Support)