

## Information Strategy for Children, Young People and Parents

### 1. Background and Relevant Legislation

- 1.1 The importance of information to support access to services is often underestimated, but the Government has put access to good quality, comprehensive and impartial information for children, young people and parents and carers at the heart of the Change for Children programme.
- 1.2 In the past, local authorities only had a statutory requirement to provide information to parents on childcare and related services. In Solihull, as in many authorities, the Children's Information Service has fulfilled this duty since 1998.
- 1.3 Since the requirement under the Children's Act 2004 to have a Service Directory, a wider range of information about services for children, young people and families in Solihull is available, through the One Voice Service Directory. This holds information about services across the Children and Young People's Trust, including the local authority, health, and the private and voluntary sector.
- 1.4 The Childcare Act 2006, Section 12, extends the existing duty, to ensure that parents and prospective parents can access the full range of information to support them in their parenting role. The requirements are :-
  - Comprehensive information on local services and support to parents that can be accessed easily from a range of settings used by parents and in different media and formats.
  - Parents able to exercise choice and become informed consumers of services to support them and their children.
- 1.5 The information duty relates to parents of children aged 0-20 years, and covers information on local services provided and signposting to national sources of help.
- 1.6 The 2006 Act places a new legal duty on local authorities to provide information, advice and assistance to parents or prospective parents on childcare and on other services. The expectation is that information services

will be able to provide expert information, advice and guidance (IAG) to parents on childcare and early years services, including a brokerage service for parents finding it difficult to access the provision they need or for parents of children with special needs.

- 1.7 Information services are not expected to be able to offer expert advice on services not specifically related to childcare, but must be able to provide information to parents on what other local services have to offer – education, health, social care, leisure services, parenting support etc - and how to access them, and sign post parents to sources of national information – web sites, telephone help lines and published material – as appropriate.
- 1.8 In addition to information for parents and carers The Education and Inspections Act 2006 places a duty on local authorities to promote the well being of young people by publicising service information on positive activities and facilities for those aged 13-19 years (or up to 25 for young people with learning difficulties) and keeping this information up to date.
- 1.9 This is part of the wider duty, to secure sufficient educational and recreational leisure time activities. Local authorities must take into account young people's views on current and future service provision when establishing the local offer, including the commissioning of new services.
- 1.10 The guidance to support the new duty, suggests that local authorities should build on an existing website to provide a one stop shop for those seeking information on positive activities and related facilities, as well as promote provision through a combination of other media such as leaflets, text-message alerts and email updates.
- 1.11 The information provision for young people should be comprehensive, accurate and accessible, and provide the details young people need to enable them to access provision, including travel information, and details such as disabled access and costs.
- 1.12 Young people should be involved in the production and design of the information provision, including appropriate content. Local authorities also need to take into account the importance of creating media which young people will perceive as attractive and appropriate, which may require flexibility in the use of design criteria falling under corporate identity requirements.
- 1.13 From April 2008, the responsibility for commissioning information advice and guidance (IAG) for young people will move from the Connexions Service to local authorities, and new Quality Standards were launched in October 2007 to support the development of high quality IAG, including top tips for commissioning IAG for young people. While the provision of IAG for young

people is outside the scope of this strategy, it is envisaged that information advice and guidance will support young people's participation in positive activities, as part of the delivery of integrated youth support.

- 1.14 While local authorities have the accountability for both the Childcare Act and the Education and Inspections Act, the role of the Children and Young People's Trust is to ensure that information provision is integrated and co-ordinated across the full range of partners, including the statutory, private, voluntary and community sectors.
- 1.15 No one model is proposed to meet these statutory duties, beyond the requirement for high quality, accessible information provision that meets local needs.
- 1.16 While the two duties come from different arms of legislation, it is clearly appropriate to consider them together, in order to build on existing provision, improve integration and efficiency, and maximise resources, particularly in terms of collecting information, keeping it up to date and making it available in a way that best meets the needs of the different target audiences.

## **2. Needs Analysis – Parent and Carers**

- 2.1 The new duty is proposed against a background in which parents report a shortage of coherent information. Surveys show that 75% of parents and carers say that they feel there are times in their lives, or the lives of their children, when they need access to additional information or support (HMT Poverty Review 2004). As a consequence, parents are often unable to make informed choices about services to meet their needs.
- 2.2 As part of the consultation process for the Childcare Act, the DfES commissioned qualitative research<sup>1</sup> to understand more fully the information needs, preferred information experienced by parents of all types, including prospective parents.
- 2.3 Parents generally expressed support for an extended information service and unsurprisingly this was particularly true of parents who were less confident about seeking information, lone parents, teenage parents, men, ethnic minorities, those living in disadvantaged areas and parents of disabled children.
- 2.4 Key expectations of information provision was that it should be:
  - Comprehensive
  - Up to date

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<sup>1</sup> Childcare Act: Qualitative Research into Parents Information Needs. The People Partnership March 2007

- Delivered at the time when information is actually required
- Properly joined up with other national and local sources
- Tailored to meet individual needs
- Well promoted, with a clear national brand replicated locally to maximize recognition

2.5 A wide range of topics emerged as the most important from the parents perspective, including

- Childcare provision
- Local schools and Ofsted Reports and help with choosing a school
- Local parenting classes/support groups
- Local leisure activities, by age of child, and including free/low cost activities
- Help available to deal with sensitive and teenage issues
- Specialist help for parents of disabled children
- Help available for fathers
- Specialist help for ethnic minority parents (those with English as a second language)
- Help navigating the financial help available
- Health issues – signposting to relevant agencies

2.6 Specific groups of parents expressed a varied range of needs.

2.6.1 Working parents are more focused on provision of information online and out of working hours.

2.6.2 Parents of disabled children, especially parents of children with SEN, expressed the need for an independent single point of contact, due to the complexity of their information needs relative to other parents [Parent Partnership].

2.6.3 Teenage/student parents and lone mothers are often looking for a single point of contact that can take an overview of their situation and guide them through all their support needs, preferably through a home visit.

2.6.4 Fathers needs vary considerably, depending on their parenting role and whether or not they are the main carer. Many fathers felt less comfortable about asking for information/support or less confident about what they should be asking in relation to different topics. This attitudinal difference suggests that some information may need to be particularly geared to fathers in order to support the information needs amongst this group of parents.

- 2.6.5 Parents from minority ethnic groups were, unsurprisingly, found to vary considerably in relation to their information needs. Those who were first generation migrants and/or had English as a second language have more specialist requirements and emerged as being heavily reliant on friends and family for information or an appropriate community intermediary or access point.
- 2.6.6 Disabled parents are also likely to have special requirements in terms of delivery and format of information but their needs were not within the scope of this particular piece of research.
- 2.6.5 Parents were unanimous in their view that information should be tailored to them and their needs, at places which are convenient for them and which they frequent, so Children's Centres, GP surgeries, schools being key, with structured notice boards and sufficient, visual, bullet pointed leaflets on specific topics with appropriate signposting
- 2.6.6 Parents also expressed interest in one information service helpline, which should be free, or at least charged at local rates, and with access to advisors who are trained, who had sufficient knowledge to answer queries, or direct parents to the right source for more specialist help.
- 2.6.7 Online provision seemed to best meet the needs of more confident parents, but websites need to be sufficiently comprehensive and easy to navigate, and there was an expectation that local information websites, would be professional, comprehensive and easy to use.
- 2.7 Local consultation, as part of the development of the Parenting Strategy has identified all of the same issues from national consultations.
- 2.8 The Childcare Sufficiency Assessment undertaken in June 07 also identified specific information needs, particularly around advice and support on children's health, employment advice, or advice and support with parenting. This was significantly higher for parents who were parenting for the first time, and for parents of disabled children who expressed a need for specialist advice and support, borne out by national and local research as part of the Early Support Programme.

### **3. Needs Analysis – Young People**

- 3.1 The legislation relating to the publicising of positive activities comes from the reforms proposed in the Green Paper Youth Matters, which highlighted that participation in positive activities has a positive impact on outcomes later in

life, but is highly variable. Many young people, particularly disadvantaged young people are unable to overcome barriers to participation such as cost and a lack of transport, or a view that provision is poor quality and unappealing.

- 3.2 However, research into participation in positive activities has shown that a lack of information on activities and facilities is a key reason behind non-participation amongst young people.
- 3.3 Particular groups of young people may have additional barriers to overcome, so the needs of young people with literacy or language issues, or young people with a sight impairment will need to be considered when making information available, and about the accessibility of facilities.
- 3.4 Consultation to inform the development of the Children's Fund in Solihull identified the need for more information about current service provision in Solihull, in order to facilitate easier access to services, identified by both parents and children and young people, and led to the development of the 4u2do website.
- 3.5 Consultation to inform the development of You Matters and [www.solihullyouthspace.org](http://www.solihullyouthspace.org) has also identified the need to targeted information at particular groups of young people. Young people were particularly interested in information about leisure activities and careers information.
- 3.6 Care Matters has also highlighted the need for young people in care to access information on positive activities, and the key role of a range of staff, including youth workers and Connexions staff to promote, advertise and support young people to access the information and opportunities available.

#### **4. Service Mapping**

- 4.1 A review of current information provision has been undertaken to identify opportunities for more effective integration, greater efficiencies and improved quality and accessibility for parent, carers, children and young people. The review included the following services.
  - Children's Information Service
  - Solihull Connect Customer Contact Service
  - Choice Adviser
  - Birmingham and Solihull Connexions Service
  - Solihull Youth and Community Services
  - Solihull Libraries and Learning
  - School Improvement and Advisory Service (Quality)

- Prospects Parent Partnership
- Communications Division
- Voluntary Sector

#### 4.2 The Children's Information Service :-

- 4.2.1 The CIS provides information, advice and guidance on childcare and related services. The main customers are parents living in Solihull, though there is some call from parents who live in surrounding areas and who travel into Solihull for work.
- 4.2.2 The main source of their information is taken from data provided by Ofsted of all registered childcare, supplemented by local knowledge and information supplied by providers, in order to maintain both the childcare database, and the service directory, One Voice. This information is collected regularly, and is updated at least every six months. Ofsted data is updated fortnightly.
- 4.2.3 Customers access the service mainly via a freephone helpline, and on line via an online enquiry form from the Council's website. The national childcare website [www.childcarelink.gov.uk](http://www.childcarelink.gov.uk) also has local information uploaded from the CIS database, including information on local job vacancies in childcare settings. There is also limited outreach work via antenatal clinics, Children's Centres and other community venues.
- 4.2.4 There are four different websites, all with the same data base but with different front ends for different audiences, and an important access point for information for children, young people and parents. The websites are at
- [www.solihullonevoice.org](http://www.solihullonevoice.org) - for parents and professionals
  - [www.4u2dosolihull.org](http://www.4u2dosolihull.org) - for children up to 12 years
  - [www.solihullyouthspace.org](http://www.solihullyouthspace.org) - for young people aged 13-20
  - [www.earlysupportsolihull.org](http://www.earlysupportsolihull.org) - for parents and professionals working with children with additional needs
- 4.2.5 A wide range of printed material is available, some of which is nationally produced, and available in a number of different languages and formats. All the websites comply with guidance in terms of readability, and it is possible to change the font size for those with a visual impairment.
- 4.2.6 There are 5 staff in the Children's Information Service, one of who has an NVQ Level 3 in Information, Advice and Guidance. The CIS also

currently holds the Matrix Standard for Information Advice and Guidance.

4.2.7 Feedback from customers is collected via a phone back of a percentage of enquirers, who are asked a series of questions about the quality of the information provided and whether the required outcome was achieved- i.e. childcare place found.

4.2.8 Enquirers are signposted to specialist services as appropriate, particularly lone parent advisors for more in depth information about tax credits and benefits.

4.2.9 Research is undertaken on behalf of customers to find out the information required, if this is not immediately available, and this is used as the basis of on-going training for staff.

#### 4.3 Solihull Connect Customer Contact Service: -

4.3.1 The key objective of the SCCS is to resolve customer enquiries at the first point of contact. The main customers are Solihull residents, or people who work or visit the Borough.

4.3.2 The source of their information is provided by service areas within the Council, following a process review, which moves the customer contact elements of each process into SCCS. Information is signed off by the nominated people within relevant service areas to ensure accurateness and appropriateness, and a change control process is in place to keep SCCCS advised of any process or information changes.

4.3.3 Customers generally access information by telephone, email and face to face through the contact centres in Central Solihull, at Shirley Police Station, Chelmsley Wood Town Centre and Balsall Common Library.

4.3.4 SCCCS access Languageline to enable interaction with customers for whom English is not a first language. The walk in centres are designed for ease of access for disabled people, and the Contact Centre has Minicom facilities.

4.3.5 There is a large staff team employed to deliver information, including 30 staff at the Contact Centre, 25 staff at the walk in centres and 6 staff in the support team. There is a strong induction programme, as well as a Training Plan in place, and most staff have an NVQ 2 or 3 in Customer Care or Information Advice and Guidance or are working towards one.

- 4.3.6 There are feedback forms on the web and in walk in centres, and regular telephone satisfaction surveys to evaluate information provision, from the customers' perspective, as well as the use of the Corporate complaints and compliments procedures.
- 4.3.7 Telephone calls and emails are forwarded to service areas if the enquiry cannot be dealt with at the first point of contact.
- 4.4 Choice Advise Service :-
  - 4.4.1 The aim of the Choice Advice Service is to aid parents when making decisions for their child's school admission for secondary transfer.
  - 4.4.2 The information provided follows the school admissions code and is based on experience of previous admissions processes, including best practice from other authorities
  - 4.4.3 Information is delivered face to face at school open evenings, over the telephone and through the Council's website and via the Admissions booklet published each year.
  - 4.4.4 The Admissions booklet is rewritten and updated annually, is in line with the Code of Practice and approved by the Admissions Forum. Information is sent to schools on a regular basis, and the service is also promoted via posters and bookmarks in libraries.
  - 4.4.5 The service is led by one Choice Advisor, but information is also delivered via other staff, including 4FTE admissions staff, Learning Mentors and Education Welfare Officers.
- 4.5 Birmingham and Solihull Connexions: -
  - 4.5.1 The primary aim is to provide impartial high quality information to encourage and support young people to enter and remain in education, training and employment, including opportunities, progression routes, and where to find help and advice, and the focus is on young people 13-19 and up to the age of 25 for young people with learning difficulties and disabilities.
  - 4.5.2 The main source of information are: Connexions in house publications, available and web based information via the Connexions website, [www.connexions-bs.co.uk](http://www.connexions-bs.co.uk), aimed at Birmingham and Solihull young people and their parents/carers: information produced by schools, colleges, work based learning providers and web based information at [www.youchoose14-19.co.uk](http://www.youchoose14-19.co.uk) :information from other local and national agencies: and the purchase of books and resources for Connexions

Centres and for schools and colleges. Connexions Direct at [www.connexions-direct.com](http://www.connexions-direct.com) provides national online information and telephone access to advisers.

- 4.5.3 Young people and their parents/carers access information via 4 Connexions Centres either via appointments or by drop in to access resources area. Information is also delivered through Information Access Points with partner organisations, i.e. Youth Service, Youth Offending Team.
- 4.5.4 Publications are distributed through schools, colleges and work based learning providers. All providers have linked Personal Advisers who provide information on a group and individual basis (both scheduled appointments and drop in service). Pupils and students have access to online careers software programmes (licences purchased by Connexions). A programme of information events, such as Careers Conventions, is promoted to young people and their parents/carers.
- 4.5.5 Connexions have specific staff whose role it is to review information available with regard to accuracy, equal opportunity etc, working to a set of standards.
- 4.5.6 Connexions have access to translation services on demand, and to Languageline for young people whose first language isn't English. There are also a range of publications aimed specifically at young people with learning difficulties and disabilities and their parents/carers.
- 4.5.7 There are currently 10 customer service staff and 36 Personal Advisors, though these are not all full time staff, and includes supervisors with young person caseloads
- 4.5.8 The Connexions staff have access to a Training Plan with a wide range of training opportunities, and a high number of staff with trained in Information, Advice and Guidance, with two staff trained at NVQ 3, twenty five staff with NVQ4 and six staff in training at Level 4.
- 4.5.9 The service is promoted through direct mailing to young people, and via schools, colleges and work based learning providers. Young people's feedback about services is captured via customer satisfaction questionnaires, involvement projects and focus groups.
- 4.5.10 There is regular signposting of young people to other agencies, including a referral pathway to specialist support agencies where appropriate.

#### 4.6 Youth and Community Services :-

- 4.6.1 In terms of information, the Youth Service provides information about positive activities for young people – things to do, places to go, as well as information advice and guidance - people to talk to.
- 4.6.2 The target age group for the Youth Service is 13-19, and up to 25 if the young person has a learning difficulty or disability.
- 4.6.3 Following detailed research and consultation with providers and young people, the main source of information is the You Matters Handbook, published in March 2007 which includes listings of positive activities for young people and information and advice for both young people and parents/carers on a wide range of issues.
- 4.6.4 Young people can also access information via [www.solihullyouthspace.org](http://www.solihullyouthspace.org) which uses the same core database as the Solihull One Voice and 4u2do websites, and face to face via youth work provision in youth centres and in outreach centres, including detached youth work.
- 4.6.5 As with One Voice data base, all services on the service directory are contacted on a 6 month basis to update their details
- 4.6.6 The website information has been checked to comply with Get it Write principles in terms of accessibility and readability. There is a wide range of information available for particular groups of young people, and staff are aware of the availability of translation services should that be appropriate.
- 4.6.7 Young people were very involved in the development and design of the website, and are encouraged to feedback their views via the website evaluation forms as well as via other consultations.
- 4.6.8 Youth Workers are trained in a range of specific areas such as drug awareness, sexual health, and are able to provide information to young people, including signposting and referrals to appropriate services based on need e.g. anger management. Youth Work PA's are trained to NVQ Level 3 IAG
- 4.6.9 Currently there is one dedicated member of staff working on the provision of information to promote positive activities, who from April 08 will be working one day per week on this agenda.

## 4.7 Solihull Libraries and Learning

- 4.7.1 The library service has a wide remit for information to support learning, personal development and understanding of the world for all ages, which includes children, young people parents and carers. Anyone who lives works or studies in Solihull is entitled to use the service.
- 4.7.2 Libraries provide information in a range of formats, included books, printed leaflets, newspapers and journals, as well as on line and electronic resources, including free Internet access. There is also a local information directory available on line- Solihull Local Information Directory- SLID
- 4.7.3 Customers access information face to face via 13 libraries and the mobile library, via the Solihull Learning Shop and Connexions Information Point in the Central Library, or via 24-hour virtual library [www.solihull.gov.uk/247library](http://www.solihull.gov.uk/247library) including a national "Enquire" service where enquiries can be asked on the web and answered by a trained librarian in real time, day or night.
- 4.7.4 A range of tools are available to ensure equal access to information, for example, all public PC's in libraries have Dolphin Supernova software to enable access to online information for people with a sight difficulty, and some leaflets are available in a range of languages.
- 4.7.5 All library staff receive training in information work, as this is a core function. All Learning Shop staff are qualified to Level 3 in IAG.
- 4.7.6 As part of customer feedback processes, an enquiry monitoring form is used, which as well as capturing basic monitoring information, also asks whether an enquiry was unsuccessful and/or referred on. This data is collated monthly to help gauge training needs and gaps in information resource provision.

## 4.8 School Improvement and Advisory Service:-

- 4.8.1 The main customers for SIAS, are staff in schools and settings, to whom they provide information support and challenge on teaching and learning, leadership and management, national developments and practice.
- 4.8.2 The SIAS team are an important first point of contact for schools for a wide range of information needs.

## 4.9 The Parent Partnership :-

4.9.1 The aim of the service is to provide help and support for parents of a child or young person aged 0-19 with special educational needs, to enable parents to make decisions about their child's education.

4.9.2 The service is delivered on behalf of the local authority by Prospects, in order to offer impartial and independent advice, and customers can access the service via a telephone help line, face to face meetings, and signposting to other organisations and support groups

#### 4.10 Communications Division:-

4.10.1 The Communications Division within the Council has a role in communicating Council information to staff, the general public and the local media, included specific messages for targeted audiences depending on the issue

4.10.2 Customers access information via the media, through a range of hard copy and electronic newsletters, and via the website. They use a variety of channels to ensure information is accessible to all stakeholders, and use plain English and Get it Write standards across all publications.

4.10.3 The Communications Division undertake a wide range of consultations with residents on a range of communication issues, including recent consultations on satisfaction levels with Solihull Connect (May 07)

#### 4.11 The Voluntary Sector :-

4.11.1 A wide range of national and local voluntary organisations offer information, support and advice to children, young people parents and carers, via a range of media, including telephone helplines, face to face, and web based content.

4.11.2 A significant number of national and local voluntary organisations are featured on Solihull One Voice, which also signposts parents to other sources of information and advice. Local organisations are also included on the SUSTAiN website, which has been developed by the consortium of voluntary support organisations working together to support the voluntary and community sector in Solihull.

## 5. **Resources**

- 5.1 The Government has included funding within the main revenue allocation of the General Sure Start Grant to fund further development of information services to meet national guidelines. For 2007-8 £150,355 was allocated towards the CIS.
- 5.2 A grant of £19,000 was made available to Solihull to publicise positive activities during 2006-7
- 5.3 The Council spends an annual budget of £1.7 million to fund Solihull Customer Contact Centre.
- 5.4 £85,000 has been spent over the last 3 years to develop the One Voice Service Directory and associated websites – One Voice, Early Support, 4u2do and Solihull Youth Space, using grant funding from a variety of sources.
- 5.4 There are a range of costs associated with printed materials, i.e. You Matters Booklet, (£26.9K) Admissions Booklet (£1,300) etc , produced on an ad hoc basis.
- 5.5 There are clearly other costs associated with delivering information which are not included here, but which represent a significant investment across agencies.

## **6.Key Issues**

- 6.1 There are a number of issues arising from the review of information.
  - While we have a range of services in place to ensure that we can meet the statutory duties, it is clear we could be integrating information provision much more efficiently and effectively.
  - There is duplication of effort in collecting information from service providers, and keeping it up to date, which is inefficient and poor value for money
  - . Customers have expressed the view that they are happy to use the Contact Centre for the majority of enquiries, though the expectation is of high levels of customer service.<sup>2</sup>
  - The process review used by Solihull Customer Contact Centre to ensure accuracy and appropriateness of information, is robust, but is time intensive and is behind schedule, with a significant number of service areas still to be reviewed.

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<sup>2</sup> Your Say May 2007 –Brahm for SMBC

- A number of different websites are being maintained across the Children and Young People's Trust Partnership, which is costly in terms of resources and staff time, potentially confusing for customers, and fragmented in terms of coherent image.
- There is duplication in terms of printed information for similar audiences, which is not efficient in terms of resources and presents a risk of mixed or even conflicting messages.
- A range of phone numbers are being published for local citizens to access information about services, which does not present a joined up view to customers and potential customers.
- There is a lack of clarity for parents and carers about where to start when looking for information. There are also particular groups who find it more difficult to access the information they need, particularly those with complex needs, which requires a high level of skills and training by information providers, including effective signposting.
- The work being undertaken to develop the Integrated Youth Offer should address some of the duplication in terms of information for young people.
- There are opportunities arising from "Shaping Solihull", and the upgrading of the Council's Internet site, which make it possible to reconsider the role of the Council's website within The Children and Young People's Trust, which was not possible in the early days of the Children's Trust pathfinder and the development of the service directory.

6.2 There are a number of options possible in terms of delivering information for children, young people and parents and carers more effectively in the future, based on the current pattern of services, the needs expressed and value for money principles.

## **7. Redesign - Recommendations**

- 7.1 The Customer Contact Centre to be commissioned to deliver all first customers contact for information for parents and carers.
- 7.2 Over time, there should be a bringing together of all online information about local services for parents, carers, children and young people delivered through multiple front ends reflecting the needs of different clientele but served from one database to reduce costs in terms of web developments. This links to a project being developed as part of the ECS Portal Roadmap, and web rationalisation, which is where this work is best placed.

- 7.3 The CIS to be restructured to focus on childcare brokerage, including a training role with family support workers in Children's Centres and extended schools to increase support for more isolated or vulnerable families. Some of the existing resources within the CIS to be transferred to the Customer Contact Centre, following Business Process Review.
- 7.4 The commissioning of high quality IAG for young people to be considered as part of the Integrated Youth Offer Project.
- 7.5 Communications Division to have a strengthened role in co-ordination of all printed materials to support coherence, build trust in the quality of information and improve efficiencies, which could involve bringing together staff in other services involved in producing publications into one publications unit.
- 7.6 Systems to be developed so that gaps in services identified through enquiries i.e. childcare, services for disabled children, be fed back to the Children & Young People's Trust when considering needs, as part of business/commissioning intelligence .
- 7.7 A clear brand to be established to help parents identify where to go for information, supported by a communication strategy to promote access to information.
- 7.8 Monitoring and evaluating enquiries for information should be improved, following good practice guidance and incorporating Quality Standards, so that information, and services, are more responsive to needs.
- 7.9 Children and Young people and parents to be involved more effectively in developing and reviewing the quality of information.
- 7.10 The delivery plan to focus specifically on ensuring that those parents who find it hardest to find information are fully supported, through outreach in Children Centres, through Extended Services around schools, and through wider engagement with the voluntary and community sectors.