



Improving Lives, Making a Difference

Adult Social Care Local Account

April 2011 to March 2012

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Foreword from the reference group

We became involved in the Local Account Reference Group to represent people who use services, carers and local people. We worked with officers in producing this year's account giving a 'lay person's' point of view. We felt this year's report is more balanced and realistic by showing the whole range of experience – not only the good. All of our suggestions have been included: it's more 'local' - showing Dudley people both in the pictures featured, there is a wider range of people's experiences included in the case studies and comments. We asked for simple and clear language - less jargon - and clearer data so people could understand and judge whether performance is good or bad.

We felt this report needed to be more realistic in showing the challenges that will affect adult social care in Dudley, particularly in funding, with more budget cuts ahead (on top of those that have already taken place). At the same time demands on the social care budget are increasing with more people living longer, often with more complex needs or long term conditions. Changes are also coming in 2013 that are outside of adult social care directly, but which may have an important impact e.g. in health, the new Dudley Clinical Commissioning group and Dudley Health watch; and nationally, proposed benefit changes that will affect people using social care.

Covering the range and complexity of adult social care in a short document, while also making it as balanced and realistic picture as possible is a challenge.

We hope our involvement in the development of this year's report has helped to give a better picture overall of adult social care in Dudley in 2011-12 and that you find this report informative and useful.

Pictured below: Members of the Local Account Action Group: Bill Weston - chair for Action for Disabled people and their Carers (ADC) and Bill Bloomer - ADC.



Welcome

Welcome to the second annual report or 'local account' on Dudley's **adult social care services**. Here we report to local people on how we have performed from April 2011 to March 2012 in delivering quality adult social care and support. The section on page 23 gives a detailed account of what we said we would do and what we did. In this document we will also highlight the services we want to improve in the coming year.

We will be open about the challenges we face, share with you our achievements and be honest about the areas we need to target for further improvement.

In this year, the council spent £78.2 million on adult social care and support and services. We are committed to making sure that money spent helps people to have care and support that improves their lives, provides value for money and that choice and control for local people is at the heart of all we do, this is called **personalisation**.

Like all councils, we have been changing the way we deliver adult social care, this report reflects how well we have performed against the following **outcomes**:

- **Information and advice:** *having the information I need, when I need it*
- **Active and supportive communities:** *keeping friends, and family and place*
- **Flexible integrated care and support:** *my support, my own way*
- **Workforce:** *my support staff*
- **Risk enablement:** *feeling in control and safe*
- **Personal budgets and self funding:** *my money*

These outcomes provide the focus of our approach and are being delivered through the **Making it Real in Dudley** programme.



Listening and learning

We said that we would consult more widely in producing this year's **local account**.

What we did

We set up a **Local Account Reference Group** to steer all aspects of developing the local account. We have also talked with a wide range of community groups and people who use our services to make sure that local people are involved and can actively influence the **local account**.

As part of this year's local account we have launched our **Take Control and Get Involved** campaign (www.dudley.gov.uk/takecontrolasc). Here we asked people four simple questions about their experiences of receiving care and support; the results and experiences, of which, are included in this year's account and the key themes are shown below.



We have also taken account of the following feedback received from the first **local account**:

- 82% said the report was good to excellent in terms of giving an overview of adult social care activity and the real differences that have been made to people's lives in Dudley over the last year
- 96% said the report was easy to read
- Comments received suggest that the report needs to be balanced and be more open about areas the council is not doing too well on
- Some comments questioned the cost of producing an annual report
- Areas that people have said they want included for this report are:
 - Graphs and visual performance along with targets
 - More case studies of real people and their journey
 - Examples of complaints and compliments

Tell us what you think - get involved

To tell us what you think of this report and to let us know how you would like to get involved in developing future reports please **complete the questionnaire** on page 31.

Key challenges as identified by the reference group

- Over the next three years Dudley Council's budget is expected to decrease by 25%.
- At the same time, the budgets of partner agencies in the public, independent and voluntary sectors will come under increasing pressure.
- The initial Census figures released in July 2012 place Dudley's population at 312,000 of whom 58,200 are aged over 65. Dudley's population is estimated to reach 332,000 by 2030 of which 77,000 would be aged 65 and above.
- It is forecast that by 2015 there will be 4,365 people in Dudley suffering with dementia and that this will rise to 6,435 by 2030, a percentage increase of approximately 50%.
- In particular, we expect increases in the numbers of people with long-term conditions, especially those conditions that are related to age.
- Local people have high expectations of health and social care services, and they want services that will improve their quality of life.
- The need to provide good quality information and advice that is easily accessible and in a format that is the most appropriate to them is greater than ever.
- Over-night respite is a top priority for **carers**.
- **Personal budgets** may not cover all the support that people may want.
- There is growing demand for a wider choice of available services in the **voluntary and independent sectors**.
- Some local people don't want **personal budgets** and prefer that their support is managed directly by the council.
- Welfare benefit reforms may have an impact on individual's income.

Recognising this, the council will:

- make sure that people are able to access safe, efficient and good quality care.
- make services more efficient to minimise the impact of reduced budgets.
- empower people who use services to become independent and not dependent on care services.
- support communities to help themselves.
- improve the individual's experience of care.
- make sure our services are better integrated with health and that we make the right connections with housing, leisure, transport and skills.
- have a clearer and more transparent assessment process.
- support a greater range of community and private sector support.



1. Information and advice:

having the information I need, when I need it

What we have done and what difference have we made:

Nearly 80% of Dudley people who responded to a national survey said that they find it easy to find information about adult social care services. This was the top score amongst other local authorities that we compare with as well as amongst the best response in the West Midlands.

We have worked in partnership with libraries to make sure information and signposting to a range of support and services is provided at a variety of public access points. We have also developed an 'introduction to adult social care' booklet which is now seen as the 'go to' document for all things to do with **adult social care**.

Our **Dudley Community Information Directory** has almost 3,000 organisations and groups registered and 9,000 people have used the directory to look for information.

Through the **essential guide to adult social care course** we are ensuring that all staff, partners and local people will have clear and consistent information on **personalisation** in Dudley, how it should be delivered and what to expect.

Our **Carer Aware** on line training course and resource continues to raise awareness of carers' rights and their needs.

We have developed a quality mark for care providers which are classed as **micro-services** (or small businesses). This has already begun to help the individual choose services based on quality.

We have completed a **peer review** project with Age UK Dudley to further make sure that our social care access service is providing good quality information and signposting.

We send information to over 2,500 carers through the Carers Bulletin.

Our priorities for improvement:

We will:

- help more people than in the previous year to access support from a whole range of mainstream services and community support. We have set a target of 30% more people to be helped in the community and through other services.
- develop a self-assessment contact questionnaire and make sure it is linked to appropriate, up to date information and available on line, which will help to simplify and speed up the process.
- produce an easy to understand guide on how budgets are arrived at to be given to people when they are being assessed.
- make sure that the **Dudley Community Information Directory (DCID)** and www.dudley.gov.uk are two of the key means for people to access up to date information on the range of support available for people with different needs.
- put systems in place so that all public information is checked and updated annually.
- put in place a system so that all public information will go through a reader's panel prior to publication in order that it is easy to understand and free of jargon.
- improve how we feedback and demonstrate what we have done with consultation information and how it informs services.

'We have had to actively seek out information and help which has an impact on us as we are trying to cope with a difficult situation on a daily basis. We need more pro-active support in this area.....'

Comment from Adult Social Care Survey 2012

We say

'We know that at the time of crises individuals and carers need appropriate information and support at the right time. Over the next 12 months we will be looking to improve the quality of information and support that we provide via our access team and other public access points including 'HealthWatch'.'

'You try but get told wrong number, advised to try another number, then its either wrong dept, not in today, only work certain days, it is a joke to ask this question'

Comment from Adult Social Care Survey 2012

We say

'This is not acceptable. We will be carrying out a review of the 'customer journey' to understand the barriers that people face to getting the right advice and support. We will then look to make sure that information at all access points is consistent and customer's enquiries are dealt with effectively at the first point of contact.'

My story

Mrs L is 88 years old and continues to live alone, independently in her own home.

She has no immediate family but remains vital and well. Mrs L had been feeling rather vulnerable due to her age and a recent fall. She was also feeling a little isolated and wasn't getting out and mixing socially, as much as she would have liked.

With the help of the **Living Well Feeling Safe** service Mrs L received a free home visit from the service which is a partnership service, headed by the council. The service offers practical home safety; security and wellbeing help and advice to older people, in their homes.

With some simple safety and security equipment, health and safety advice and tips, and practical help with getting out and gaining confidence has made a great difference to Mrs L's life.

Mrs L's **My story** can be viewed in full at www.dudley.gov.uk/asc and follow the link to my story.



2. Active and supportive communities:

keeping friends, family and place

What we have done and what difference have we made:

Through providing £3.32million of grants to voluntary and independent sector organisations we have helped to support up to 1,900 people to remain as independent as possible.

We have undertaken a '**Making it Real**' peer review with people who use services. The feedback has now been included in the **Making it Real in Dudley Action Plan**.

Our carers network support provides up-to-date and accurate information to 2500 carers on a whole range of care and community initiatives as well as putting carers in touch with self-help organisations.

Together, with Age UK Dudley, we hosted the Dudley Full of Life Older People's Festival which saw a month-long showcase of activities and services available to older people in Dudley. Over 1200 older people attended these events and as well as celebrating the positive contribution older people make to society the festival helped to 'connect' older people to activities and services which will help them maintain a sense of wellbeing and remain independent for longer.

We have initiated a pilot project for administration of **Direct Payments** aiming to stimulate the market and ultimately offer a diverse range of providers is underway.

Our priorities for improvement:

We will:

- look to develop a **time banking** service which will allow individuals across communities to volunteer their services (this may be decorating, driving, gardening for example). The time they spend volunteering will be 'banked'. The individual will then be able to then 'cash-in their time currency' and use it to recruit the services free (or at a low cost) of another volunteer.
- increase the number of people with learning/physical disabilities, mental health needs and their carers, in paid employment.
- work with transport and travel services to promote accessibility and access.
- allow people who use services to be central to all change and decision making activity in adult social care.
- help people to be supported within their community by people from their community.
- place people who use services and carers at the centre of our approach to service monitoring and review.
- develop the "**Dudley Gadget Gateway**" which will enable people to search for products, like any other retail site; with customer feedback and product comparisons.
- maximise **Digi-TV** as an important means to provide wide-ranging information direct to households through their televisions. We will also promote the **Dudley Community Information Directory**.

'By using ring or ride to attend activity centres where we meet and have gentle exercises then after we share stories, talk to each other over cup of tea. These places help to keep in touch with outside world. Swimming, walking groups, out to dinner once a month as long as one can afford to pay for the occasion, and many other things which you get out of the house.'

Comment from Adult Social Care Survey 2012

'I don't go out alone because of my disability - all I do is stay at home, watch t.v. and read books. Socialising is a dream of the past.'

Comment from Adult Social Care Survey 2012

We say

'We will be working more closely with community organisations to improve the availability of local community support.'

'Direct payments enable me to buy the care as and when I require and allows me and my family to have some normality.'

Comment from Adult Social Care Survey 2012

'My wife has the support of two excellent carers for 24 hours each week and attends day centres for four sessions per week which gives me some time for myself and time to do household chores i.e. shopping, laundry etc.'

Comment from Adult Social Care Survey 2012

Case Study

Mr V 'Getting involved and feeling useful again'

Mr V is 55 years old and is a wheelchair user as a result of spinal injuries, which left him severely disabled.

Mr V had begun suffering from depression and poor self esteem. He was not getting out much and had a limited social life. He was unable to work and longed to feel useful once again.

Mr V was able to begin attending **Queens Cross Centre** for adults with physical disabilities. He now regularly attends the centre. Here he has made full use of the facilities and developed a circle of good friends. **Queens Cross Centre** offers lots of facilities for people with physical disabilities and encourages people who attend to develop their skills and abilities in any area that they wish.

Queens Cross Centre also has a user led organisation called Disability in Action based at its premises. Users of the centre have formed the organisation and have become fully involved in the running of the centre and its facilities; they also offer a peer support, advice and guidance service to others with physical disabilities. Mr V has joined the organisation and helps with its operation.

Mr V now feels happy and useful, with a purpose to his life once again. He has a good circle of friends and colleagues at the centre. His personal life has also improved as his wife now has her own time at home and a break from being his carer.

Watch Mr V's **My story** video at www.dudley.gov.uk/asc and follow the link to my story.



3. Flexible integrated care and support:

my support, my own way

What we have done and what difference have we made:

Dudley's **Dementia Gateway** Service provides tailored care and support. The service's core objective is to make a real, positive difference to the lives of people living with dementia. No one with the disease in the borough should feel alone. There is ongoing, clear and coordinated support from diagnosis until the end of life, always aiming for the very best quality of life.

Over 8,000 older, disabled and vulnerable people in the borough now benefit from technology provided by the Dudley **Telecare** Service which allows them to remain independent in their own homes as well as providing peace of mind.

Dudley **Telecare** Service has also been successful in becoming a member of the **Telecare** Services Association Roll of Recognised **Telecare** Service Providers .

Over the last year we have increased the availability of housing for the over 55s by providing the first two extra care housing schemes in the borough. These schemes, which are provided by our partner Midland Heart, have provided homes for over 200 older people. Residents have reported 100% satisfaction levels. The schemes offer a mix of one and two bedroom apartments for rent or sale and include communal facilities such as a restaurant, shop, craft and activity suite a well-being facility as well as care facilities should individuals need it.

'My quality of life has gone from 'very bad' to 'good' due to the care the council has provided through therapy services. Life was unbearable before you stepped in !'

Comment from Adult Social Care Survey 2012

'I can now have who I want supporting me and coming when I want them to'

Comment from the learning disability review

The **Living Independently Team (LIT)** has helped many people to remain independent or regain independence following a period of illness. In 2011-12 almost half of the people receiving **reablement** support through **LIT** had no ongoing care needs. For those people who needed ongoing support, 69% needed less help at the end of their **reablement** and 25% needed the care to be maintained. For those who needed less help greater independence was seen around bathing/washing (46% needed less help), using the toilet (65%), dressing (44%) and making meals (32%).

We have started a review to look at the services provided for people with a learning disability and will take account of the voices of people with learning disability, their family carers and other stakeholders. The outcomes of the review will be reported in 2013.

Eighty five people with very complex needs are currently being supported by the Council, many outside the Borough and at high cost. Alternative models of care and support within the borough are being explored, ensuring improved contact with families and potentially more effective use of shared resources.

We also manage a disabled person 'blue badge' parking scheme which supports over 20,000 individuals in the borough.

Our priorities for improvement:

We will:

- provide all ongoing, or long term, social care support through a personal budget.
- make sure that regardless of eligibility everyone has access to **Telecare** and equipment.
- review all existing assessments and process associated with the delivery of social care. We will reduce duplication, and make sure information is recorded only once and look to simplify the process.
- give each person who is awarded a **personal budget** formal paperwork detailing the amount of their award and how this was calculated.
- make sure each young person who receives adult social care support has a positive move into adult social care. We will also make sure that each person's **support plan** will tell them how any support will increase someone's personal, social and support networks. We will start by introducing people to their neighbours.
- use **market position statements** to show our progress in commissioning (how we purchase services) to meet demand. This will increase the variety and availability of care solutions in the borough.

Case Study

Miss E is in her early 30s and has learning disabilities and epilepsy.

She had always lived with her parents but wanted to live independently with her partner.

Social work staff helped arrange for Miss E and her partner to move into a new apartment within a new build scheme of council supported living apartments.

The apartment is within a small low rise block and has a team of dedicated support workers on hand at all times. The support staff help tenants within the scheme with things such as daily living skills, household management, cooking, money management, transport, shopping and developing social skills. The support offered to each person is unique to them and their own needs.

Miss E also has a range of alarms provided from **Dudley Telecare Service**. A pendant alarm (worn around the neck), a falls detector and an epilepsy sensor (placed under the mattress for use during the night) all provide her and family members with the peace of mind that help can be summoned at any time of day or night.

Miss E is thrilled that she is now able to live an independent life with her partner, in her own apartment. Her family are also reassured that she is safe and secure, with help on hand as and when she needs it. They are also delighted that she is able to develop a full life, living in the wider community.

Watch Miss E's **My story** video at www.dudley.gov.uk/ascasc and follow the link to my story.



4. Workforce:

my support staff

What we have done and what difference have we made:

Our older people and people with physical and sensory disabilities services have been changed in line with people's experiences or journey through the adult social care system. This has brought about a greater degree of consistency in relation to individual care.

We have developed and trained over 600 staff from both the council and other organisations, including GP surgeries and libraries, in 'carer aware' and we are now also rolling out the **essential guide to adult social care** which will mean staff will provide better over-all support to individuals.

We have helped people to set up small businesses (**micro providers**). These give people a wider choice of how to use their **personal budgets** to take part in meaningful activity.

Our priorities for improvement:

We will:

- through an initial workshop and subsequent review programme make sure **direct payment** support organisations provide applicable consistent information. This will allow the individual to make the right choice when determining their care and how to best spend their **personal budget**.
- change our contractual position to help people with council-managed budgets to have the same degree of self direction as people in receipt of **direct payments**.
- promote and build upon the existing **personal assistant** directory and support available for people who employ their own **personal assistant** to provide care and support.
- in partnership with **Dudley Council for Voluntary Service** roll out an innovation fund to stimulate and grow new and flexible personalised care and support solutions.
- provide active support to increase the numbers of small care providers or **micro providers**. We will encourage take up of the Gold and Silver Quality Mark, a **quality assurance** rating.
- make sure that all staff know what **personalisation** is, how it is being implemented and how they help to develop the process. This will form part of the **making it real** programme.



Case Study

Dudley dementia service receives national award

Dudley Borough's new approach to dementia care has been recognised as it recently scooped a prestigious care award.

The Great West Midlands Care Awards recognised the innovative working and personalised care approach of Dudley's new Dementia Gateways. The gateways took first place in the 'Putting People First' award category, which acknowledges services which put people and their own individual needs at the very heart of their work.

Dudley Council, working in partnership with [Dudley Clinical Commissioning Group](#) has developed an innovative, integrated approach to the diagnosis, care and support offered to people with dementia, as well as to their carers and families.

There are three new dementia gateways located across the borough which provide care and support for those affected by dementia, throughout all stages of the illness. Through attention to the individual needs and wishes, the gateways promise tailored care, as well as providing extensive support and advice for families and carers.

The gateways aim to make sure those affected by dementia can enjoy life to the full, and offer a wide range of sessions and therapies, from crafts and memory exercises to gardening. There are also day sessions available to provide a break for family and carers.

The dementia gateways are located at Brett Young Centre, Halesowen - call 01384 813600; Brettell Lane Centre, Brierley Hill - call 01384 813315; Roseville Centre, Coseley - call 01384 813645.



5. Risk enablement:

feeling in control and safe

What we have done and what difference have we made:

Dudley Council has collaborated with a number of West Midlands councils to develop new 'safeguard and protect procedures'. Launched in July this new procedure will help to strengthen the borough's safeguarding arrangements of vulnerable adults.

Over 550 staff received training on helping people to live safely in their communities and avoid financial exploitation. In addition 198 people who may themselves be vulnerable were also provided with this information and support.

In June 2011 an the Dudley Safeguarding Adults Board together with staff from Dudley Group of Hospitals provided information to visitors and patients about adult safeguarding and mental capacity. The aim was to inform patients about the importance of safeguarding.

In the last year The Dudley Falls Service carried out 727 falls risk assessments for older people. Of these 49 people completed a 20 week stability programme to improve their balance, strength and confidence with measurable improvement. We also provided equipment to 78% of people we visited. Evidence shows that 90% of those people who received support from the service had not had a further fall (after three months) and their risk of future falling had been reduced.

The council's Community Equipment Service, such as grab rails, washing aids, etc. has delivered increased amounts of equipment with 66% of all equipment being delivered within 1-3 days, and 88% within 7 days from the day of request. This has helped more people to remain independent and safer for longer.

Our priorities for improvement:

We will:

- introduce '**Quality of Life Standards**' in to contractual arrangements with social care providers and make sure **support plans** are supportive of the standards.
- make sure that **support plans** help people who use services to understand risk in relation to opportunities for independence and quality of life.
- allow everyone receiving ongoing, or long term, social care support to receive a **direct payment** so they themselves can 'purchase' their care.
- carry out a **safeguarding** awareness scheme across the borough.
- provide information throughout the customers' experience detailing what they should expect and how they can challenge if things go wrong.

'My 'Sayphone' gives me a sense of security community alarm makes me safe'

Comment from Adult Social Care Survey 2012

My story

Mr F 'Feeling safe and really enjoying life'

Mr F is 85 years old and has lived in a flat in one of the council's sheltered housing schemes for the past 20 years. He moved there when caring for his wife and when he was feeling isolated and concerned about his previous home's safety and security.

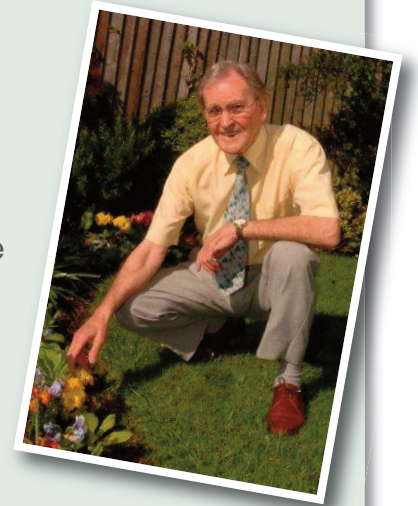
Sheltered housing staff supported Mr F in making the choice to move into one of the sheltered housing schemes. Once living in the scheme, the scheme manager oversees all tenants' wellbeing, making sure everyone is happy and well. They also deal with any emergencies and can help develop further support plans if this extra support is needed.

All sheltered housing schemes are safe and secure, with a door entry system which is linked to an alarm system, ensuring no intruders. Communal facilities such as gardens, a tenants lounge and specialist bathing facilities are all provided, schemes are always warm and cosy and a vibrant social life is encouraged and supported by staff.

Mr F has loved his time living in the scheme. He feels safe and happy, enjoying a full social life and reassured that help is always on hand if he needs it.

Mr F feels that he has the best of both worlds - peace of mind and security, his own front door and private space combined with a real community feel.

Watch Mr F's [My story](#) video at www.dudley.gov.uk/as and follow the link to my story.



6. Personal budgets and self-funding:

my money

What we have done and what difference have we made:

Welfare benefits officers have brought £2.67million into the borough in previously unclaimed benefits and so have helped over 1300 individuals increase their income.

We have also improved **outcomes** for independence for people following **reablement** (a period of up to 6 weeks tailored support to help people get back on their feet).

The number of people with a learning disability whose care is provided through a **direct payment** has increased. This has helped to improve people's opportunity for control although we recognise we need to do more about making sure there is a suitable amount of alternative and flexible care solutions.

A series of public information leaflets have also been produced to help people understand how they can arrange and pay for care in their own homes or in a residential or nursing home setting.

Our priorities for improvement:

We will:

- provide all ongoing social care support through a **personal budget**
- allow everyone receiving ongoing social care support to receive a **direct payment**
- use the **Dudley Community Information Directory (DCID)** and **peer reviews** to introduce a customer-driven quality ratings system that will help people to make informed choices about their support.
- give each person who is awarded a personal budget formal paperwork detailing the amount of their award and how this is calculated. **Support plans** will detail any restrictions on what people can spend their budget on.
- change our contractual position to help people with council-managed budgets to have the same degree of self direction as people in receipt of **direct payments**.
- make sure any contractual agreement with a provider allows a person to direct their support within the value of their budget.
- develop relationships with external care providers to make sure that they are offering value for money and quality

'there's not enough money in my budget to do all the things I would like to do.'

Comment from the learning disability review

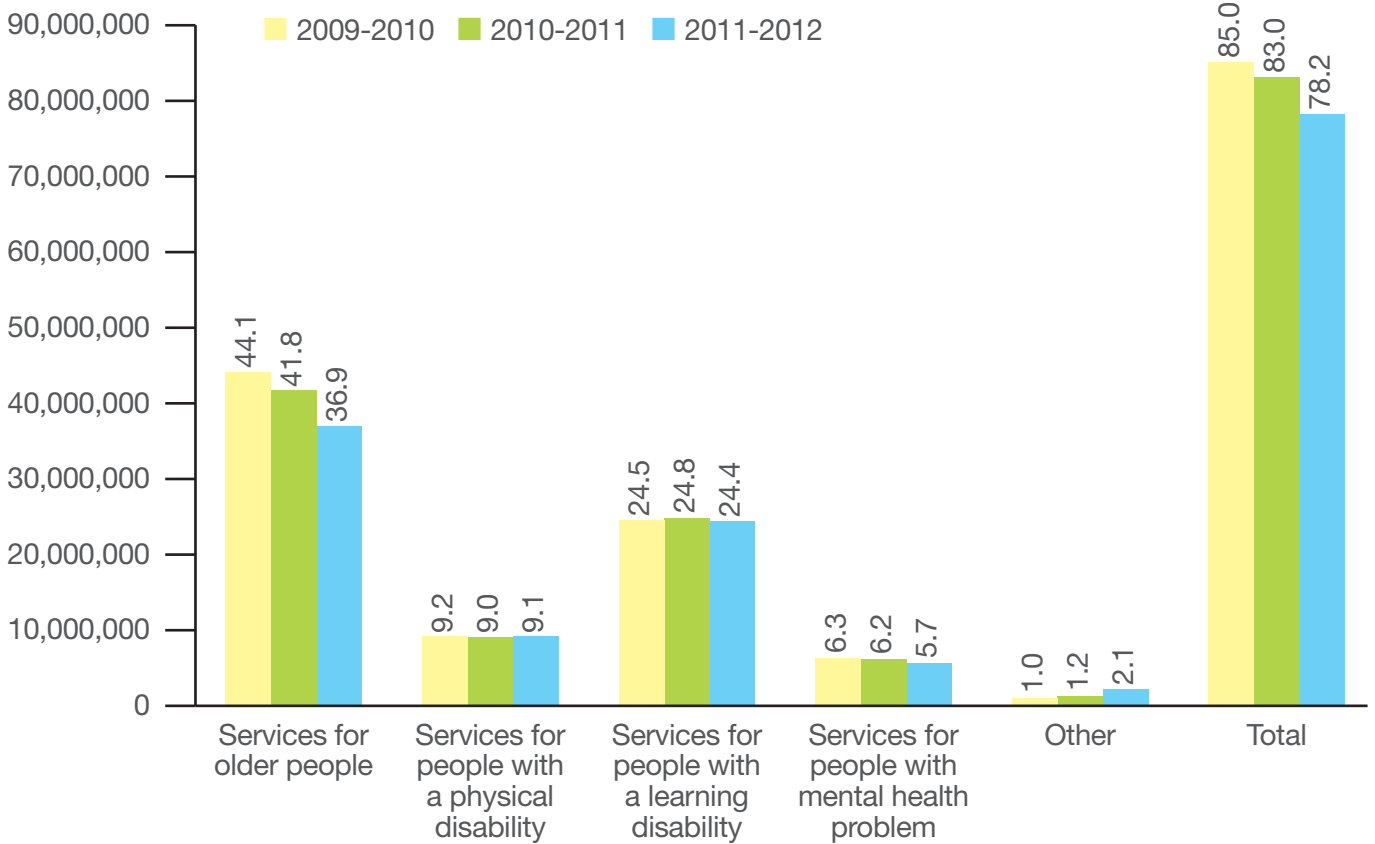
'I feel constrained sometimes, I want to be able to arrange the services to meet my growing needs but finance seems to dictate what I really get.'

Comment from Adult Social Care Survey 2012

Key facts and figures 2011-12

Adult social care budget

In 2011/12, the council spent £78.2 million on care, support and services.

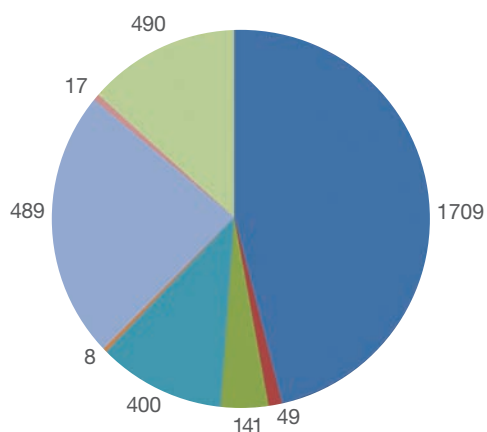


There has been a considerable reduction in the budget since 2009. The council has identified savings for **adult social care** of £13m during 2009 to 2012. This is due to changes in how funding has been received. Despite this the council has continued to provide high quality services. It has risen to this challenge, delivering fair and efficient care where resources are matched to people’s need.

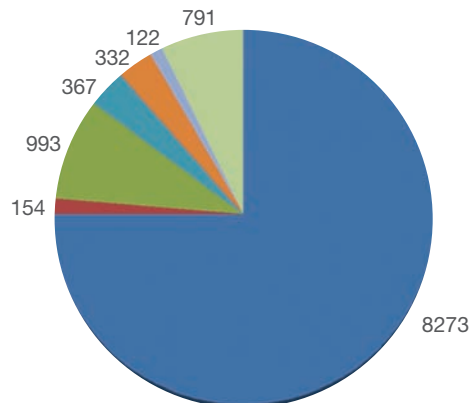
Numbers of people supported

The number of people supported by adult social care has increased by 4.4% from 14,086 in 2010-11 to 14,745 in 2011-12.

Total number of people supported aged 18 - 64



Total number of people supported aged 65 and over



- physical disability/frailty and/or temporary illness
- Hearing impairment and deaf
- Visual impairment and blind
- mental health
- dementia
- learning disability
- Substance misuse
- Other vulnerable people

Adult social care and support - key facts

- ☹️ 38,248 calls were handled by our **access to adult social care team**
- ☹️ 116 adult **safeguarding** investigations have been completed
- ☹️ 76 homes provide residential or nursing care to older people, people with learning disability and people with mental health needs
- ☹️ 1,556 people receive **home care**
- 😊 3,632 (87.2%) people had an **assessment** completed within four weeks of their contact.
- 😊 3,389 (94.9%) people started a service within four weeks of completing their **assessment**
- ☹️ 3,376 people and 420 carers received social care through a **direct payment** or personal budget. We are keen to improve on this figure.
- ☹️ 46 adults with a learning disability are in paid employment with the support of DMBC job coaches. We had set a target of 58 people and will be working more closely with private companies to achieve greater improvement in the future.

'With my new personal budget which has not yet been agreed, the only going out time allowed is for shopping only. I am not given any time for doing my voluntary work which is important to me, and also no time for travelling to see my family.'

Comment from Adult Social Care Survey 2012

We say

'We will be working closely with people to make sure that personal budgets are used to achieve individual's own outcomes. These outcomes will not just be focussed on care and support. We hope that this will be achieved by a combination of both personal budgets, creating more innovative and flexible solutions in the market and utilising what's already out there in communities.'

- ☹️ 155 (11.3%) adults receiving **secondary mental health** services were in paid employment an improvement on the 120 (7.3%) in 2010-11.
- 😊 697 (76.8%) adults with a learning disability were living in their own home or with their family.
- 😊 1,098 (80.3%) adults in contact with **secondary mental health** services were living independently with or without support. This was an improvement on 2010-11 when 66.1% were living independently.
- 😊 Of all **adult social care** survey respondents 67.4% expressed that they were either extremely satisfied or very satisfied with the care services that they received.

'Without the care I could not survive on my own, which is so important to me.'

Comment from Adult Social Care Survey 2012

- 😊 Of all survey respondents 79.3% expressed that they found it either very easy or fairly easy to find information and advice about support, services or benefits in relation to adult social care.

'Dudley Council have always been easy to find information about and the services they offer. A good website and Dudley Council Plus all help..'

Comment from Adult Social Care Survey 2012

- ☹️ Of all survey respondents 62.1% expressed that they feel safe.
- 😊 78.9% expressed that care and support services helped them feel safe.

'I feel happy to receive help, it makes me feel safe and secure.'
 Comment from Adult Social Care Survey 2012

- 😊 In total 499 major adaptations were started. 10,964 items of equipment and adaptations from a total of 12,538 were delivered within seven days
- 😊 A total of 853 clients received a **reablement** service, at a rate of 16 clients per week. During the period the average length of time for individuals in a **reablement** service was 4.6 weeks
- ☹️ The target of achieving on average 26 clients (per week) referred to a **reablement** service was not met. As part of the **Making It Real** programme we will be supporting more people to be reabled to live as independantly as possible.
- ☹️ In 2011-12 we received 209 complaints compared to 223 the previous year and 134 in 2009 - 10. The details, including the top five issues of complaint can be seen on the following page.

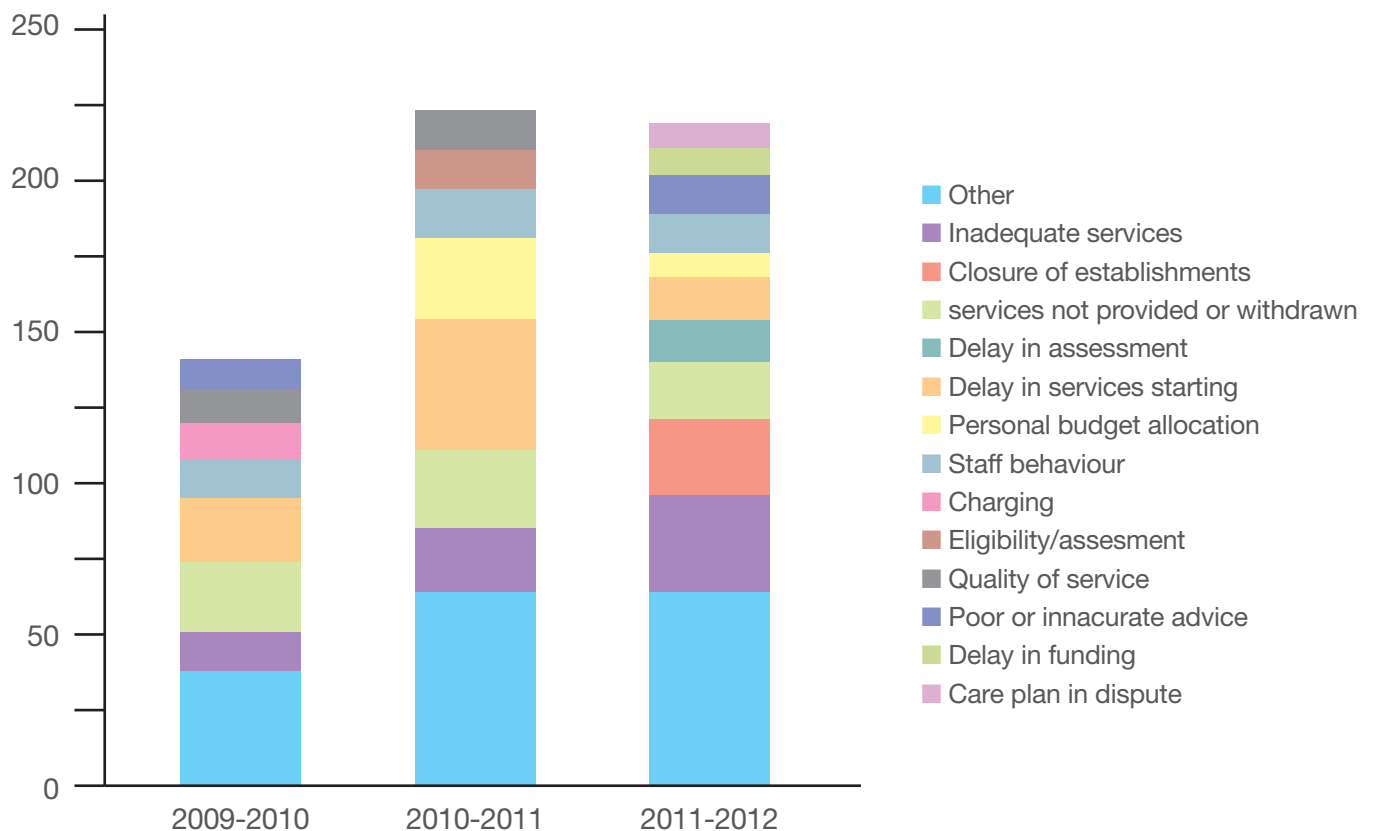
Complaints

We have tried to make it as simple as possible for the public to make a comment, compliment or complaint about any service related to adult social care and support.

Learning from complaints

We review complaints so that changes are made to the way we work to stop the complaint happening again. We have made a number of changes to our systems and procedures as a result of complaints.

This table shows the types of issues that people have complained about in the last 3 years.



We will continue to analyse all feedback received the findings from complaints received will help to improve our services and form part of our priorities for the future (see pages 7-18).

A local account based on real evidence

All the information contained within this account including the detail on what we have achieved and what we want to improve is based on clear evidence. The diagram below illustrates the variety of ways we have sought and collated data to evidence our actions and inform the detail of this account.

Evidence used for the local account 2011-12



This evidence can be accessed at www.dudley.gov/localaccount or by requesting hard copies from Shelley Brooks on 01384 812418.

Feedback:

on the Priorities identified within the 2011 Local Account

Within the 2011 **local account** we identified a number of priorities for improvement. The table below shows the progress we have made in achieving these priorities.

What we said we would do	What we have done
Make sure the information we produce is clear, helpful and free from jargon. Where possible the quality of information will be tested by local people or people who use the services before being published.	A readers' panel has been set up to make sure all information is tested before publication, further work is required to develop the panel. All learning disability information leaflets are checked by Dudley Voices for Choice for suitability. A questionnaire has been produced for Dudley residents to ask them if they consider the safeguarding leaflet clear
Increase the number of staff who complete the Carer Aware course, which means that more staff are aware of carers' issues, rights and services to support them.	Across the council over 600 staff have completed the course as well as staff from other agencies and GPs helping them identify and support carers with accurate and timely information about their rights
Develop an online banking facility to help people manage their personal budgets that some individuals receive to enable them to arrange the care they need.	We have begun to model this facility. In addition we have started to develop an online assessment tool. Further development of these services has now been incorporated into the Making it Real in Dudley Action plan
Improve the quality of information about adult social care on the council's website: www.dudley.gov.uk	The adult social care website www.dudley.gov.uk/asc has been refreshed to reflect the customer journey . The Adult Safeguarding Board website has been updated and includes information about using the internet safely, serious case reviews, safer recruitment leaflets and advice to people using personal assistants on how to employ people safely.

What we said we would do	What we have done
<p>Make sure services work better together so that more people are helped at an early stage, either before they have a social care problem or to stop the problem getting worse.</p>	<p>The First Responder pilot, a partnership initiative with WM Ambulance Service makes sure an appropriate response for people who fall and are on the telecare call system. Council staff have been provided with first responder training enabling them to carry out telephone triage with people who have fallen and for staff to visit, verify the assessment and if safe to assist the person who has fallen back on their feet. This support had previously been provided by ambulance crews. At present around 12 people a week are being supported and this frees up ambulance crews to respond emergency calls where danger to life is greater.</p> <p>Three Dementia Gateways fully operational. The gateways work in partnership with primary care and have developed links with the Trust.</p>
<p>Provide better quality information to local people on how personal budgets can be used and reduce the waiting times for assessments.</p>	<p>Direct payment literature has been updated and the Dudley Community Information Directory is being extensively utilised to help people choose and determine their care arrangements. Further work is required reduce waiting times for assessments.</p>
<p>Make sure that services are providing value for money and succeeding in keeping people out of hospital.</p>	<p>In Dudley we operate a primary care response in co-ordination with nurses and GP's where a same day response and provision of, often short term, care helps people to remain at home rather than be admitted to hospital.</p> <p>In addition we are moving towards a multi-disciplinary integrated team based in A & E to assess people's needs at point of arrival and provide care, where appropriate, to avoid unnecessary admissions.</p>
<p>Work with local organisations to improve the health and well being of local people.</p>	<p>The Living Well, Feeling Safe events taking prevention out to the community have been very well received and over 1,000 people have directly received information and/or additional services.</p> <p>The Dudley Adult Safeguarding Board has provided information to community centres on how to provide a safe service to vulnerable people accessing their resources. The Safeguarding board has also provided training to supported living and voluntary agencies to promote living safely in the community.</p>
<p>Continue to develop our Dementia Gateways.</p>	<p>We have successfully rolled out our Dementia Gateways in three localities across the borough. The service has been well received and an independent review has been commissioned, the results of which will be available in 2013 and will aid further improvements.</p>

What we said we would do	What we have done
<p>Give greater focus on developing services to prevent people needing long term support by reviewing and transferring some of our clients home care packages to external providers where appropriate widen the range of care providers and services available.</p>	<p>The result of this process has been that our internal care staff have been able to concentrate on short term emergency care, provision of care to enable rehabilitation and care provision where the circumstances are both complex and fragile. The transfer has also achieved value for money through the provision of a more cost effective and efficient provision of long term care.</p>
<p>Complete the modernisation of day services for people with learning disabilities.</p>	<p>Following an external Joint Review in 2008/9, a change programme for delivering day activities was carried out. This reflected the national strategic direction as outlined in the government's Valuing People and Valuing People Now. This resulted in the closure of two large day centres and the transformation of a third into a hub for people with the most complex needs. Those people whose needs were not complex are now in receipt of a personal budget to meet their assessed needs.</p>
<p>Make sure that more people with a learning disability are engaged with the council and other agencies. We must also do more to capture the views of people who use services, so that we have a better idea of which services are delivering good outcomes and value for money.</p>	<p>The development of a People's Parliament will help to improve engagement with the council and other agencies.</p> <p>Developing feedback forms for all people who use specialist learning disability services.</p> <p>Dudley Voices for Choice work now works with commissioning services to monitor quality of council contracts.</p>
<p>During 2012 review the improvement plan for the Learning Disability Partnership Board.</p>	<p>We have commissioned independent organisation 'Equip4Change' to review the operation of the partnership board. The findings of this review will be fed into the Making It Real action plan for Dudley.</p>
<p>Support people who employ their own care staff to make sure they are able to apply safeguarding standards to their contracts.</p>	<p>Direct payment (DP) recipients now have a 'Keeping Safe' factsheet and leaflet and a factsheet to advise about safeguarding when employing a personal assistant. We strongly recommend that all DP recipients have their PA's Criminal Records Bureau (CRB) checked, and we insist on this if there are children under the age of 16 in the house. A number of support organisations are in place to help people carry out CRB checks.</p> <p>We also encourage Direct Payment recipients and their PA's to attend the half day awareness training on adult safeguarding, and if there are children in the house child protection training has to be undertaken within the first six months of employment, there are no charges for either of these courses.</p>

What we said we would do	What we have done
<p>Raise awareness of safeguarding issues in all communities.</p>	<p>Work has been carried out with local colleges to make sure adults attending are aware of safeguarding issues relating to vulnerable adults.</p> <p>A stakeholder event for hate crime has been held within Dudley to gather information on referral streams and to raise profile of third party reporting centres and safe places a project now developed within Dudley.</p> <p>The Dudley Adult Safeguarding Board has provided information to community centres on how to provided a safe services to vulnerable people accessing there resources.</p>
<p>Better understand how people become victims of abuse and as such help to improve people’s experiences, well-being and services. Work with carers and those they care for to support them with safeguarding and well-being issues.</p>	<p>A further analysis of the experience of 10 victims has been completed to make sure that the service remains responsive to peoples needs.</p>
<p>Provide training on safeguarding awareness to a wide range of services available within the borough including leisure services, benefit services etc.</p>	<p>A training programme has been offered to a wide range of services.</p> <p>This programme has been widened with specific training having now been developed with trading standards and training to residential and nursing home on the Deprivation of Liberty Safeguards and the Mental Capacity Act.</p>
<p>Strengthen our engagement framework to make sure people who use services, carers and stakeholders are involved in the design of services from the beginning as well as in decisions that may affect them or their local communities.</p>	<p>We have carried out, with the national Ageing Well Programme, an initiative to understand the life stories and journies of older people in two diverse and distinct localities. A number of engagement activities have been held to understand how individuals make their connections and receive support. The findings of this study will inform the Making it Real Action Plan.</p>
<p>Update our vision for adult social care which will focus on the impact services have on people, their carers, the community, the local economy and the council.</p>	<p>The Adult Social Care Strategic Plan has been produced and this has now been incorporated into the Making it Real in Dudley Adult Social Care Programme</p>

Adult care assessment

The formal assessment of care needs which is done by a **social worker**.

Adult social care

Adult social care covers a wide range of services or help, provided by local authorities and the independent sector to people either in their own homes or in a care setting

Ageing Well Programme

Funded through government and the local government agency, the national ageing well programme helped to support local authorities and organisations to develop innovative ways to support the ageing population <http://www.local.gov.uk/ageing-well>

Carer aware

An online course and resources developed by Dudley Council that helps everyone understand carers and their rights. www.dudley.gov.uk/careraaware

Carers

Carers are people who look after a relative, neighbour or friend of any age who has a long term illness, disability or is older or frail.

Commissioning

A structured way of deciding how and on whom public money should be spent and how providers are chosen and purchased

Criminal Records Bureau (CRB) which is now called the Disclosure and Barring Service (DBS)

The CRB is an executive agency of the Home Office set-up to help organisations make safer recruitment decisions. CRB checks are carried out before people are employed to carry out care and support services

Customer journey

This is a term that describes all the interactions and steps an individual goes through in order to receive care and support.

Dementia Gateways

Dudley borough residents are benefiting from a new approach to the care and treatment of people with dementia, as well as support given to carers and family members. Anyone worried about dementia, diagnosed with the condition, their families or carers can ask for help from the borough's three dementia gateways. Staff from Dudley Primary Care Trust and the council's adult social care team are based in the gateways. (see page 15)

Deprivation of Liberty (DOL) Standards

The Mental Capacity Act Deprivation of Liberty safeguards were introduced into the Mental Capacity Act 2005 through the Mental Health Act 2007 and are a series of **safeguarding** standards that apply to anyone who is aged 18+, who suffers from a mental disorder or who lacks capacity to give informed consent for their care and for whom deprivation of liberty is considered after an independent assessment to be necessary in their best interests to protect them from harm.

Digi TV

A free 24 hour service council contact service available through their TV screen. The system allows people with digital television packages (Sky or Virgin Media) or with Nintendo Wii games consoles or internet enabled mobile phones, to access services 24 hours a day, seven days a week.

Direct payment (DP)

A direct payment is money given to an individual to pay for their care instead of social services providing the care directly

Dudley Clinical Commissioning Group (CCG)

Dudley CCG was formed in July 2010 by a group of local GPs and other health professionals to take over from the Primary Care Trust in April 2013, and will be responsible for the purchasing of healthcare for people living in the Dudley borough, this process is called commissioning.

Dudley Community Information Directory (DCID)

www.dudleyci.co.uk is an online directory that provides everything that's going on in the community including care and support services as well as a personal assistant directory

Dudley CVS

The Council for Voluntary Service (CVS) is an independent local voluntary organisation that exists to support, promote and develop local voluntary action. Dudley CVS acts as an umbrella body for the community and voluntary sector in Dudley.

Dudley Gadget Gateway

The Gadget Gateway website helps people to find out more about assistive technology products and services that can help them to maintain independence. www.gadgetgateway.org.uk

Dudley Voices for Choice

A self advocacy not for profit service for people with learning disabilities. They work for and with people with learning disabilities to help them become more independent. www.dudleyvoicesforchoice.co.uk

Essential guide to adult social care

In 2012 Dudley launched the essential guide to adult social care. It is an online training course and resource that informs both the citizen, staff and stakeholder the basics of adult social care and personalisation. www.dudley.gov.uk/essentialguideasc

FACS Criteria Government guidelines

Fair Access to Care Services is a way to see if you have a right to social care support services paid for by the government (through the local Authority)

Falls Service

The Dudley Falls Service carries out home visits for people aged over 65 who have fallen or are concerned about falling. With the help of equipment, aids and /or therapy we help to provide further falls.

HealthWatch

HealthWatch Dudley, a government funded organisation, will be an independent consumer champion created to gather and represent the views of the public in Dudley for all aspects of health and social care. It will also offer signposting and advice services to patients and people who use social care services. It is due to start operating from April 2013.

Home care

Home care, (also referred to as domiciliary care), is health care or supportive care provided in the patient's home, such as washing, dressing, etc.

Learning Disability Partnership Board

A group of people made up from different organisations such as social services, health, advocacy, Connexions, Mencap, housing, leisure getting together with people with learning disabilities and family carers. Their job is to put things in place to improve the lives of people with learning disabilities.

Living Well Feeling Safe

The Living well, feeling safe scheme is a partnership scheme, offering older people living across Dudley borough, practical safety, security and wellbeing advice, in their own home.

Local Account Reference group

Made up of a number of people who use local social care services or people who care for someone else who does. Includes representatives of groups e.g. Action for Disabled People and Carers, Disability in action, Voices for Choice; a carer representative and some individuals with an interest in social care and who responded through Adult Social care survey to take part in further consultation.

Making it Real

We have developed a Making it Real in Dudley program which will set out how we will achieve personalisation in adult social care. This programme is directly aligned to the national principles as set out through a cross sector partnership called Think Local Act Personal.

The council has developed with its partners, the Making it Real high level action plan.

The plan details each of the six themes from Making it Real, demonstrating what needs to happen to enable the "What we wants" of people who use services and carers to be achieved.

Market position statements

Central to the use of improved market intelligence is the development by the local authority of a market position statement (MPS) - which in effect says what is already available, what is in development and what are the gaps in terms of availability of services and how we are going to meet the demands of people requiring adult social care support.

Mental Capacity Act

See deprivation of liberty standards

Microservices

Micro services are small health and social care services and can help people who need support to have real choices about what type of services they purchase with their personal budget. Over the last three years the micro services provider has been helping small micro-enterprises develop.

My Story

The term used in Dudley to describe case studies of 'real people' telling their experiences of adult social care www.dudley.gov.uk/asc and follow the link to my story

Outcomes

A sentence that says what an individual is trying to do to, and what can be done, to make an individual's life better.

Partner agencies

Partner agencies can be companies not for profit organisations, charities, public sector organisations such as other local authorities, the Police, fire service etc who work together to achieve a common goal.

Peer review

Peer review is a process used for checking the work performed by one's equals (peers) to make sure it meets specific criteria. In this case the **Making it Real Peer Review** was carried out by people who use services to evaluate how successful personalisation is being delivered in Dudley.

Personal assistant (PA)

A personal assistant is someone that is employed by an individual to help the individual achieve their agreed outcomes. This may be in the form of providing hand on personal care or it may be help with shopping or accompanying the individual to a social event for example.

Personal budget

An amount of money which is made up from social care following assessment.

Personalisation

Personalisation means recognising people as individuals who have strengths and preferences and putting them at the centre of their own care and support.

Quality assurance

Quality assurance is a process-centred approach to ensuring that a company or organisation is providing the best possible services.

Quality of Life Standards

A series of standards that set out the minimum standards for people in relation to receiving adult social care and support.

Queens Cross Centre

The council's own support centre for adults with physical and/or sensory disabilities is called Queens Cross Network and is located on Wellington Road in Dudley.

Reablement

Reablement is short-term support designed to give older people or people with disabilities the confidence to manage as many daily living tasks as possible on their own and regain independence.

Readers panel

The current readers panel is made up of members of the older people's forum has been set up to ensure all information is tested before publication to ensure that the information is written in plain English and makes sense.

Resource Allocation

A way for the local authority to work out what each person with an assessed social care need can have (in terms of a personal budget) to meet their needs.

Safeguarding

Safeguarding is a term that is used to explain how we develop measures to protect vulnerable adults in the borough from abuse, ill-treatment and exploitation. Abuse can take many forms such as physical, sexual, emotional, neglect or financial, and can take place in many different settings.

Sayphone

The SayPhone is an 'at home' community alarm unit which provides peace of mind to the individual and families. Linked to the control centre via the phone network the say phone provides the individual with 24 hour support if they need it. The sayphone is classed as **telecare**

Secondary mental health services

These are specialist mental health services provided usually by a Mental Health Trust. Services include support and treatment in the community as well as a range of in-patient services.

Self directed support

Support for people who are assessed as needing social care and this can be described as

- Doing a supported assessment
- Knowing how much money an individual can have to spend on their needs
- Doing a support plan and agreeing how the individual will spend the money
- Having this signed off by the council and agree how the money will be spent
- Putting the plan into action
- Having a review to talk about the plan and how the individual is getting on

Self-funder

Depending on income and savings some individuals may not qualify for funding support from the local authority for home based social care or residential care. This may be because they do not qualify under the '**Fair Access to Care**' (**FACS**) criteria, which is based on the level of your need or you have savings or assets above the 'upper capital limit'.

Social worker

A person who is employed by the council to do the assessment of your needs.

Stakeholders

Stakeholders is a term that describes all those parties that have an interest in a particular aim, project, service etc.

Support plan

A plan that individuals do with help (if they would like some) to meet their social care need, writing their **outcomes** and saying how the money will be spent to support them

Telecare

Telecare represents the whole range of 'assistive technology' products, which include all sorts of alarm systems. The products provide support to people in their own homes, through their link to the Dudley telecare service.

Third party

Someone other than the principals who are involved in a transaction

Time banking

Time banking will allow individuals across communities to volunteer their services, which may be decorating, driving, gardening for example. The time they spend volunteering will be 'banked'. The individual will then be able to then 'cash-in their time currency' and use it to recruit the services free of another volunteer.

Universal services

For many people, the big challenge isn't ill-health, it's loneliness, isolation and financial worries. This is where 'non-social care support' or 'universal' services can help. Universal services can include: health services, benefits information and advice, transport, housing, libraries, sports and leisure centres, clubs and societies and voluntary organisations and charities for example

User led organisations

These are organisations made up of people who use services who come together for the benefit of improving people's lives and services.

Voluntary and independent sectors

This term is used to describe all voluntary and not for profit organisations including charities and social enterprises.

Improving lives, making a difference

Dudley Adult Social Care Local Account 2011-2012

Questionnaire

1. How well do you feel this report gives you an overview of adult social care activity and the real differences that have been made to people's lives in Dudley over the last year.
(please circle; 1 being poor and 5 excellent)

1 2 3 4 5

2. How easy have you found this document to read?
(please circle; 1 being poor and 5 excellent)

1 2 3 4 5

3. Do you have any other comments about this report, please can you say what you like about the report and what you don't?

.....
.....
.....
.....

4. We are keen to ask you what you would like to see in a future annual report. Do you have any suggestions?

.....
.....
.....
.....

5. Would you like to be personally involved in helping to put together next year's local account for adult social care? *(Please circle)*

Yes No

6. The council is keen to make sure that we involve with the right people in the right way so that we can continue to improve our services putting the individual at the heart of everything we do. Would you be interested in getting involved in developing our adult social care services? *(Please circle)*

Yes No

7. We are keen to know what barriers there are to people wishing to get involved. If you have said no to questions 5 & 6 we would be very grateful if you would mind stating your reasons.

.....

.....

.....

.....

.....

8. I describe myself as:

- | | |
|---|--|
| <input type="checkbox"/> a person who uses adult social care services | <input type="checkbox"/> a member of a voluntary group |
| <input type="checkbox"/> a carer | <input type="checkbox"/> a care provider |
| <input type="checkbox"/> a person who works in adult social care | <input type="checkbox"/> a health care professional |
| <input type="checkbox"/> another, please list | |

.....

9. I am male female

10. My year of birth is

11. To which of these groups do you consider you belong?

- White (British, Irish, any other White background)
- Mixed (White and Black Caribbean, White and Black African, White and Asian, any other Mixed background)
- Asian or Asian British (Indian, Pakistani, Bangladeshi, any other Asian background)
- Black or Black British (Caribbean, African, any other Black background)
- Chinese
- Any other ethnic group

Please complete the questionnaire by Friday 31 May 2013.

- online at www.dudley.gov.uk/localaccount or
- post (free of charge to: LOCAL ACCOUNT, Communications, FREEPOST, MID22308, Dudley DY1 1BR)

For further information contact:

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