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**Meeting of the Cabinet - 12<sup>th</sup> February, 2013**

**Report of the Director of Adult, Community and Housing Services**

**Adult Social Care - Local Account 2011/12**

**Purpose of Report**

1. To approve the Adult Social Care Local Account 2011/2012 (document attached).

**What is a Local Account**

2. As part of the overarching localism agenda, Councils are responsible for their own improvement. The process of local accountability has at its core a strong focus on citizens and carers, their involvement, and how they can help define excellence.
3. The Local Account is a key component of Adult Social Care sector-led improvement. All Councils with Adult Social Services responsibilities are required to produce an annual account to the public outlining how they have performed over the previous year and highlight the areas of improvement.
4. Local Accounts should be a meaningful way of reporting back to citizens and consumers about performance and engaging them in priorities and outcomes.
5. Our approach in developing Dudley's Local Account has been to ensure the following:
  - Provide an authentic and perceptive description of adult social care
  - Build upon a robust and reasonable self assessment to underpin that description
  - Demonstrate the involvement and engagement of local people in informing the Account.
  - Be open and transparent about what we need to improve, this is a self-assessment and not a promotional guide.
  - Ensure it is succinct and easy to read.

**Robust and appropriate self-assessment**

6. In describing our achievements and our areas of improvement we have used a range of information from a variety of sources which includes: the Adult Social Care Survey; Peer Challenge work undertaken within

the region (Queens Cross session); analysis of local and nationally comparable performance information; complaints and compliments data; other satisfaction surveys and views and comments from the Local Account Reference Group.

Co-ordinating the development of the Local Account, it's tone and ensuring a critical challenge has been the Local Account Reference Group comprised of a group of local representatives and facilitated by Dudley Council for Voluntary Service (DCVS).

7. Feed-back from the 2010/11 Local Account was used to refine this version resulting in a more comprehensive and robust assessment.

### Engaging and involving local people

8. We have undertaken extensive consultation and engagement to elicit peoples' views. We set up a Local Account reference group to steer all aspects of developing the local account. We have consulted with a wide range of community groups and people who use our services to ensure that local people are involved and can actively influence the Local Account. In line with best practice, Local Account and budget consultation have been undertaken in tandem.
9. As part of this year's local account we launched our Take Control and Get Involved campaign [www.dudley.gov.uk/takecontrolasc](http://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 this will be included in this year's Account, we sent out 11,000 questionnaires to local people asking for their views and comments.

### Summary

10. The Local Account presents our achievements and priorities in realising the following 6 outcomes, which also inform the overarching structure of the document:
  - Information and advice: having the information I need, when I need it
  - Active and supportive communities: keeping friends, 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

#### **1. Information and advice (outcome 1): *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 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 ensure 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 (DCID) 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 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.
- 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/asc](http://www.dudley.gov.uk/asc) are both the main means for people to access up to date information on the range of support available for people with different needs.
- improve our systems to make sure that all public information is checked and updated every year.
- help care providers and organisations that help people decide on their care to provide good quality information.
- make sure that all the council's 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.

### **2. Active and supportive communities (outcome 2): *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 19000 people to remain independent as possible.

We talked to a wide range of people who use services. In particular we held the '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. This is helping the council to target and improve its overall approach to delivering adult social care.

Together with Age UK Dudley we hosted the Dudley Full of Life Older People's Festival. Over 1200 older people attended these events and celebrated the positive contribution older people make to society. The festival also helped to 'connect' older people to activities and services.

### **Our priorities for improvement:**

#### **We will:**

- pilot 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 '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 better access.
- help 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 contact monitoring and review
- develop the "Dudley Gadget Gateway" which will enable people to search for products, like any other retail site; with customer feedback, product comparisons.
- maximise Digi-TV as an important means to provide wide-ranging community information direct to households through their televisions. We will also promote the Dudley Community Information Directory.

### **3. Flexible integrated care and support (outcome 3)** ***my support, my own way***

#### **What we have done and what difference have we made:**

Dudley's Dementia Gateway Service has been launched and now provides a tailored care and support to people with Dementia.

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.

The Living Independently Team has helped people to remain independent for longer. Almost half of those individuals who received a service (which is free and up to 6 weeks) from the team are now less dependent in bathing/showering/washing. 65% were less dependent in using the toilet, 44% less dependent in dressing and 32% in making meals.

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 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 the processes associated with the delivery of social care. We will make sure information is recorded only once and the systems easy to understand and effective.
- give each person who is awarded a personal budget formal correspondence 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.
- Understand the market to evidence our progress in commissioning to meet demand. This will increase the variety and availability of care solutions in the borough.

#### **4. Workforce (outcome 4): *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 process. 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, through 'carer aware' and we are now also rolling out the essential guide to adult social care which in turn will provide better over-all support to carers and the individuals they care for.

We have helped people to set up a number of small businesses or 'micro-services' to help people with learning disabilities.

## **Our priorities for improvement:**

### **We will:**

- through an initial workshop and subsequent review programme ensure direct payment organisations provide applicable consistent information to allow the individual to make the right choice when determining their care.
- 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 existing personal assistant (PA) 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
- make sure that all staff working in adult social care know what personalisation is, how it is being implemented and how they can inform the process.

## **5. Risk enablement (outcome 5): *feeling in control and safe***

### **What we have done and what difference have we made:**

The Council's Community Equipment Service has delivered increased amount of equipment with 66% of all equipment being delivered within 1-3 days, and 15% within 4-5 days from the day of request. This has helped more people to remain independent and safer for longer.

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

## **Our priorities for improvement:**

### **We will:**

- implement 'Quality of life standards' in- to all relevant contractual arrangements with social care providers which will set minimum standards of care and support.
- make sure that support plans help enable people who use services, with support, to consider risk in relation to opportunities for independence and quality of life.
- carry out a safeguarding awareness scheme across the borough.

## **6. Personal budgets and self-funding (outcome 6): *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.

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.

### **Our priorities for improvement:**

#### **We will:**

- provide all ongoing social care support through a personal budget
  - make sure everyone receiving ongoing social care support is given the opportunity to receive a direct payment so they can spend their personal budget direct.
  - use the Dudley Community Information Directory and peer reviews to introduce a customer driven quality ratings system that enables people to make informed choices about their support.
  - give each person who is awarded a personal budget formal correspondence detailing the amount of their award and how this was calculated. Support plans will detail any restrictions on budget spend.
  - change our contractual position to enable people with council managed budgets to have the same degree of self direction as people in receipt of direct payments.
11. The full document, which also includes 'my story' case studies, is available on the Internet via the Committee Management Information System and a paper copy is available to Members on request to democratic Services (01384 815238).

#### **Next steps:**

12. The next steps are as follows:
- Publish in February in a variety of accessible formats.
  - Commence development of the 2012/13 Local Account from April onwards.

### **Finance**

13. The cost implications of developing the Local Account are primarily related to printing costs and convening consultation sessions.

### **Law**

14. All Councils with Adult Social Care responsibilities are required to produce an annual Local Account

### **Equality Impact**

15. The aims and principles of the Local Account contribute to the equality agenda in its pursuit of improving accountability to local people. The extensive consultation and meeting with community groups has ensured that equality issues are effectively taken on board.

### **Recommendation**

16. That the Adult Social Care Local Account 2011/12 be approved.



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