

Making it Real in Dudley

Transforming adult social care together



Programme Summary

Introduction

Since 2007 and the introduction of Putting People First the directorate of Adult social care and housing in Dudley has been undergoing a transformation to personalise the way social care is delivered in the borough.

A large amount of activity has been undertaken which has resulted in some significant improvements to services provided. Such achievements include;

- Success of the Living Independently Team
- Establishment of the User Led Organisation
- Establishment of a number of micro-providers with the support of Community Catalysts in the area of learning disabilities
- Success of the Community Information Directory
- Implementation of Personal budgets

In May 2012 “Making it Real” was published as the next driving policy towards achieving truly personalised Social care services.

This document therefore provides a high level summary of “Making it Real in Dudley”. Information is provided around “Making it Real” as a national agenda and information on how this is being delivered locally. Progress on the agenda is provided alongside references to key documents that provide further detail is also included.

“Making it Real”

“Making it Real” emerged in May 2012 and simplified the Personalisation agenda from the perspective of people who use care and support services. “Making it Real” is a framework developed by the whole Think Local Act Personal Partnership, but very much led by members of the National Co-production Advisory Group. The approach signals a new phase in which a person focussed agenda is used to change the kind of information that the health and social care sector values, and the way in which success is judged.

“Making it Real” highlights the issues most important to the quality of people's lives. It helps the sector take responsibility for change and publicly share the progress being made.

“Making it Real” is built around “I” statements. These express what people want to see and experience; and what they would expect to find if personalisation is really working well. Such “I” statements are constructed around 6 key themes associated with health and social care.

1. Information and Advice
2. Active and supportive communities
3. Flexible and integrated care and support
4. Workforce
5. Risk enablement
6. Personal budgets and self-funding

“Making it Real in Dudley”

To begin working towards the aspirations set out in “Making It Real” the directorate of adult social care and housing firstly evaluated its current approach to delivering social care. Overall two approaches were undertaken in order to provide a holistic understanding of the starting point for future change. The two approaches were:

- Independent evaluation
- Local Account

Independent evaluation

An independent evaluation of the directorates approach to personalised social care services was commissioned from an organisation called Impact change solutions. The organisation produced a comprehensive report that acknowledged areas of success but also highlighted area’s needing improvement. The full document is available though the following link. [Dudley External Evaluation](#)

Local Account

The Local account is a report to local people, based on the views of Local People that describes how we have performed during this period in delivering quality adult social care and support. The local account for 2011 – 2012 was structured around the themes of “Making it Real”. A Copy of the local account is available through the following [Local Account 2011 - 2012](#)

“Making it Real” Action Plan

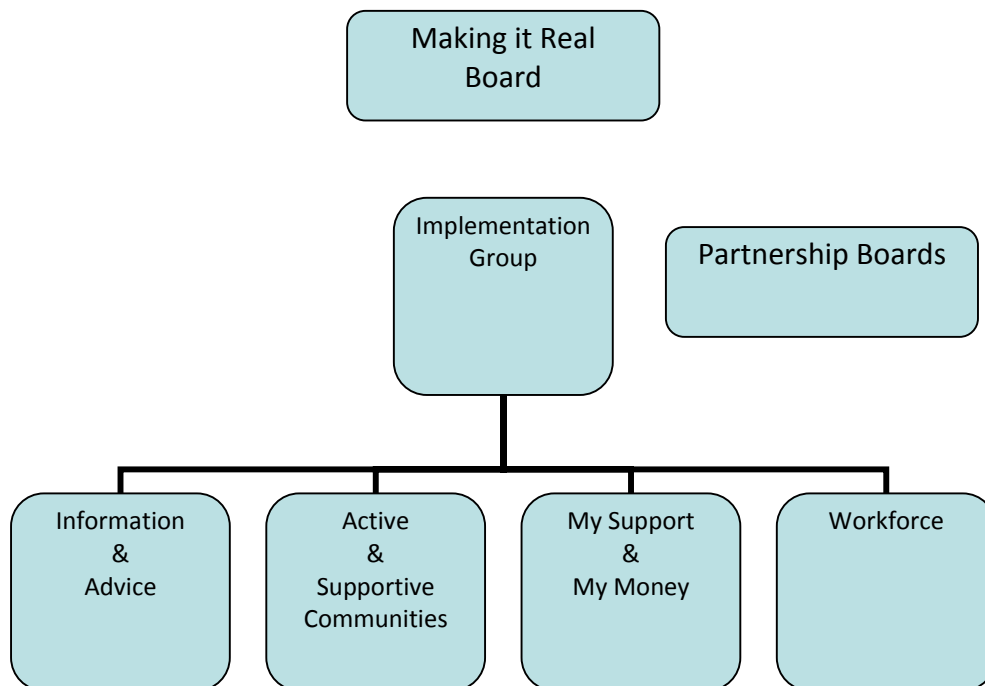
Having clearly established the starting point for future development in the borough we developed our “Making it Real” action plan. The action plan takes the “I” statements from the national “Making it Real” document and based upon the local

account and the impact change solutions report and identifies how “Making it Real” will be implemented in Dudley.

“Making it Real” Transformation Blueprint

With our action plan in place we wrote our Transformation Blueprint. This document was written to provide clarity around what future social care services in Dudley will look like based upon our approach to “Making it Real. It also established how the changes detailed in the document would be delivered including how local people would be central to decision making and future developments in social care and so establishes a programme approach. The approach is a partnership arrangement involving the Council, CCG, Mental health Partnership Trust, provider organisations, health watch and the public.

The programme structure is established as per the following Diagram.



Making it Real Board

The board has the overall responsibility of ensuring that the aspirations of the programme are delivered in a manner that is timely, efficient and shaped by local people. The Board is chaired by the Director of Adult Social Care and Housing, Andrea Pope Smith. The Board will track the delivery of the action plan against key identified milestones on a highlight basis and have overall decision making responsibility.

Implementation Group

The implementation group has a remit to support the board in its role of tracking the programme by producing a highlight report that encapsulates all change activity within the programme. The group has an overview of all projects associated with the programme ensuring activity across the directorate is fitting and working together to provide consistent services.

Workstreams

The programme is associated with four Workstreams based on the 6 specific themes of the Making it Real. Each Workstream has a delivery plan in place that captures all agreed change activity associated with its remit. In brief the Workstream have the following focus.

Information and Advice

This Workstream is focused on ensuring that information around adult social care is clear, accessible and up to date enabling local people to be aware of services and supports available in their communities.

Active and Supported Communities

As group this Workstream is focussed on enabling older people and people with disabilities to have a voice, be able to contribute and feel part of their own communities.

My Support My Money

Enabling people to be supported as efficiently and as effectively as possible upon contacting the council for support is the main focus of this Workstream. This involves how we work with people at an early stage to promote their independence through to how we provide a personal budget.

Workforce

This Workstream has the responsibility of ensuring that both internally within the council and externally within provider organisation a workforce and market of services is in place that is able to meet the demands and aspirations of the local population.

A learning organisation

Central to the whole programme is the notion of being a learning organisation that evolves and develops based upon the demands of local people alongside a desire to deliver best practice approaches in everything we do. "You Said we Did" will

structure our engagement with the public enabling people to see how their involvement has made a difference to the way services are provided. Our performance will be judged by both statutory returns and the views and experience of local people.

Progress to date

The programme has now been established for 6 months, with the board having met on three occasions during this period. A full and holistic programme of work is underway structured by the Blueprint document. Engagement activity internally has reached beyond the directorate of adult social care and housing to the wider council with sound understanding of the programme established.

Externally considerable activity is being coproduced with both public sector partners and health watch to enable local people to have a voice and shape development activity.

During the life of the programme the following are a number of the key developments achieved to date.

- The Programme structure has been established with the development of both the Blue print and action.
- A communication and engagement plan has been developed that has to date implemented staff road shows, briefing sessions and regular programme updates through multiple channels.
- Development of a Making it Real Partnership website to enable the programme to be communicated and progress recorded
- The councils approach to personal Budgets has been developed to enable people to better self direct their support whilst retaining budget assurance.
- The Dudley innovation fund has been launched as an initiative to support innovation in the provision of social care.
- A co produced approach to public engagement and involvement has been developed and implemented in partnership with healthwatch Dudley.