

‘Live Life your Way’

A STRATEGY FOR THE FUTURE OF ADULT SOCIAL CARE IN SHROPSHIRE

live life: your way



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1.0 Background to the Strategy

Shropshire Council undertook its most comprehensive consultation on the transformation of Adult Social Care over a period of 3 months from the 4th July 2011 to the 30th September 2011. During this time over 600 people took part in events and discussions as follows:

- 6 Public events held throughout the county
- 2 Stakeholder events
- 15 smaller discussion groups held in local day centres and with stakeholder groups
- 3 Staff events held in north, south and central locations
- A member briefing was held attended by 28 councillors
- A feedback event attended by approximately 90 delegates was held

Full details of the consultation methodology can be found at Appendices B-E.

Consultation Outcomes:

This period of consultation has been the most extensive about adult social care in Shropshire for a number of years. This reflects both the level of and the importance of the wide ranging changes that are required to ensure service provision for the most vulnerable in our local communities.

The extensive public consultation resulted in a wealth of information and data which has been used to produce this strategy for Adult Social Care. A number of significant key messages have emerged of the things that are the most important to the people who use or come into contact with our services. There has been some positive and negative feedback and also some useful and practical ideas for future service provision. Detailed below are the key areas that have been highlighted as important to people:

- Support for the Individual being Tailored to their Needs and Preferences and Localised within their Communities
- Good Information & Communication Systems and Processes
- Simple Processes that are Easy for the User to Follow
- Effective Partnership across all Partners
- High Quality Staff/Service
- Support for Carers (Broad Ranging)
- Better use of Transport Resources
- Developing the Role of the Council as a Facilitator
- Improving Community Involvement and increased use of the Voluntary Sector
- More use of Technology
- Improve Access to College and Employment
- Improve Peoples Opportunities to Socialise and to be an Effective Member of their Communities
- Modernise Day Centres
- Housing

Full details of key messages can be found at Appendix F.

1.1 Local Context

In the vision for adult social care presented to cabinet in June 2011 we said that future service models would be based on the principles of working together, prevention, enabling, maximising independence, and providing targeted incremental support where it is needed. The key messages from the consultation highlight that these areas are also felt to be the important principles by those who use or are affected by our services.

We said that users of services no longer want a narrow range of standardised support options, as has been traditionally the case but, rather, now want personal support that enables them to remain independent and active members of their communities for as long as possible. The key messages from the consultation agree with this particularly in terms of **'Supporting the Individual.'**

We aimed to create a culture that encourages and supports collaboration, innovation and collective learning. Improving outcomes through greater choice and control, offered through a joined up approach across health and care services. The consultation with public and service users has shown that **'Effective Partnerships'** are an inherently important factor in ensuring the successful delivery of Adult Social Care services.

Throughout the consultation process people told us that they want to the **'Council to act as a Facilitator'** – to enable them to do things for themselves. We want to improve the range of choices being offered to people focusing on empowering and giving a clear voice to all residents (and their carers) who need care services.

We believe that by making care services more personalised, more preventative, more efficient and more focused, better outcomes that meet the evolving needs of our local communities are possible. We also believe that real efficiencies can be achieved, to provide greater public value as well as more personalised care services.

In our vision for the future of Adult Social Care in Shropshire we set out a number of key elements that will make service transformation a success. The feedback we have received throughout the consultation has endorsed this vision based on the following principles:

'Participation': encouraging, engaging and promoting local participation and contribution.

'Prevention and enablement': empowering local people and communities to work together to maintain independence. Where it is needed, we will support communities and help people to retain and regain independence through integrated and joined up services and promotion of new support and assistive technologies, such as Telecare and Telehealth.

‘Personalisation’: personalisation starts with the person not the service. We will ensure that individuals, not institutions, take control of their care. Personal budgets, preferably as direct payments, will be provided to all eligible people. Information about care and support will be more relevant, accessible and available for all local people, regardless of whether or not they fund their own care.

‘Partnership’: care and support will be delivered in a partnership between individuals, communities, the voluntary and private sectors, the NHS and Shropshire Council - including wider support services, such as housing, leisure, training, education and employment.

‘Plurality’: the variety of people’s needs will be matched by diverse service provision, with a broad market of high quality service providers.

We want to get to a position where service users can engage with the market and are able to purchase services that help them achieve their planned care outcomes.

We want to promote competition within care markets in order to make sure providers are responsive to users’ requirements and at the same time ensure quality of service is maintained.

‘Protection’: there will be sensible safeguards against the risk of abuse or neglect. Risk will no longer be an excuse to limit people’s freedom. Published information about agreed quality outcomes will support greater transparency and accountability. Decision making by users will be informed by this information.

‘Productivity’: Greater personal choice and transparent published information about services will drive increases in productivity and value for money.

‘People’: the Council has significant resources to help providers create a highly skilled and innovative workforce, who can provide care and support with compassion, empathy, creativity and imagination. The Council recognises that the whole workforce, including care workers, nurses, occupational therapists, physiotherapists and social workers, alongside carers and the people who use services must have access to learning and self development opportunities to lead the transformation of care services across all care domains be they public, private or third sector based.

1.2 National Context

This strategy has been developed on the basis of the feedback from the consultation process but has also considered the national policy drivers:

- A Vision for Adult Social Care: Capable Communities and Active Citizen, Department of Health, 16th November 2010.
- Transparency in outcomes: A framework for quality to adult social care
- The Association of Directors of Adult Social Care (ADASS) – How to make best use of reducing resources: A whole system approach

- Making a Strategic Shift to Prevention and Early Intervention 2008 (Putting People First)
- Think Local, Act Personal, January 2011

2.0 Vision

Our vision for the future of Adult Social Care in Shropshire is to put people in the driving seat deciding more and more how they want to Live Life their Way! Put simply we want people who are able to, to commission their own care within the resources available to them. The vision for the future is that the Council's role will become one of a facilitator and enabler rather than a provider of services. We will provide support to help people plan their care and take control over decisions. We will ensure we safeguard those most vulnerable adults and maintain a high quality service.

2.1 Aims

We set out a number of strategic aims to achieve this vision, the Council will act as a facilitator to:

Aim 1: Ensure information about services is made easily available to those who need it. Build a transparent information infrastructure that can support users and their families, and include information about existing providers and new market entrants, Shropshire Council, NHS partners and voluntary sector. To enable people to be better able to exercise personal choice and make decisions that are best for them based on relevant information.

Aim 2: Work effectively with our partners in health, business and the voluntary sector across boundaries and departments.

Aim 3: Enable people to lead independent, fulfilling lives becoming a greater part of their community through increased chances for socialising, gaining personal recognition and making helpful relationships while remaining in their own homes for as long as possible.

Aim 4: Encourage community and voluntary sector involvement in the provision of services. Enable groups/people to help each other and collaborate on a wide variety of issues, share knowledge and know how.

Aim 5: Ensure each person is treated as an individual whether as a person using our services or as a carer, family member or friend and provide tailored support to those who need it. Enable people to confidently select appropriate quality services or equipment and feel secure about their personal safety and lifestyle.

3.0 Implementation

3.1 Priority areas for further work

These areas form the focus of the implementation plan (*Appendix G*)

- Encourage and develop further social enterprise:
 - Through day services review – multi use community centre's, drop in etc.
 - Through voluntary groups and by linking with local businesses and working in collaboration with the business and enterprise team.
- More accessible information communicated more effectively:
 - Database of information – web based search engine/directory–signpost to this through parish councils, GP's, local businesses.
 - Make information in person – use of drop in centres
 - Use local/digit TV
 - Maximise knowledge of First Point of Contact Staff (FPoC)
- Community and voluntary sector involvement:
 - Capacity building in the community – opportunities for: start ups, existing for profit and not for profit organisations
 - Use community to disseminate information
 - Facilitate volunteer recruitment scheme such as retirement courses
 - Help voluntary groups promote themselves – provide a mechanism for web promotion
 - Encourage use of and promote the Voluntary and Community Sector Assembly (VCS)– audit of Shropshire's voluntary groups – facilitate/encourage networking and collaboration
- More effective partnership working:
 - Link up with other council departments, ICT, Housing, Transport, Business & Enterprise through organised data sharing
 - Maximise links with health through Health & Well Being Board
 - Encourage greater links with business sector
- Encourage use of modern technology:
 - Help maintain independence through a greater use of Assistive Technology and Telecare support and electronic home care monitoring.
 - Work with other organisations and ICT team to encourage greater broadband provision and training for vulnerable people to encourage independence and avoid isolation.
- Enable socialisation through a variety of methods:
 - Enable and promote the use of personal budgets/personalisation
 - Review of day time opportunities including the role and future requirements of Day Centres
 - Introduction of charges across adult social care

- Better use of transport:
 - Review day services transport provision and capacity in down time
 - Work with transport team and voluntary organisations to provide innovative transport methods
 - Promote community transport through information database and other communications strategies

- Create more capacity in Short Term Assessment & Reablement for Young Adults and Older People to enable greater use of targeted support to enable people to remain independent

- Review in-house provision of residential and nursing homes:
 - To keep up with reduced demand through increased independence from other initiatives

3.2 Timetable for implementation

Develop framework and Implementation plan	October - November 2011
Agree framework and Implementation plan	Cabinet 16 th November 2011
Develop project plan	November - December 2011
Implement programme of transformation	January 2012 onwards

4.0 Monitoring, evaluation and review

An implementation plan to ensure the aims of this strategy are met is set out in *Appendix G*. Progress will be reviewed at regular intervals and reported as appropriate.

Appendices

Appendix B: Consultation Methods

Publicity:

Website:

- A new database Live Life: Your Way was created for the consultation including the following pages which give information about the consultation process and background and details of how to get involved including publicity of events:
 - [About live life: your way](#)
 - [How to get involved](#)
 - [Interesting facts](#)
 - [Living their life: their way](#)
 - [More information](#)

Press:

- An initial press release was made public through Shropshire Councils newsroom on the 4th July.
- Stephen Chandler (Group Manager for Assessment and Eligibility) gave an interview with the local press on the 4th July to highlight the importance of the consultation.
- A video of Ann Hartley explaining the Adult Social Care consultation with signing was made public on the 4th July and is available to view on the website.
- Press releases were issued following each event to promote the success of the events and to advertise future events.
- An article about Live Life Your Way was placed in the Independent Living Magazine with a front page spread.
- Stephen Chandler gave an interview with Radio Shropshire during a recent event at Ludlow.
- The campaign has also been highlighted in the Senior Citizen forum newsletter (September edition) which goes out to over 5,500 members. It mentions the campaign and the feedback event on 23 September.
- As far as possible each event was available to view via a live feed on the internet to enable those unable to attend to view.
- A press release was published on the newsroom ahead of the Feedback event outlining the consultation progress to date and inviting the public to attend the event.
- A video response to the consultation and live video streaming of the Feedback event was published on the website to coincide with the feedback event for those who cannot attend to find out about the consultation process and key messages.
- Radio Shropshire undertook interviews of key delegates following the Feedback event.

Intranet:

- A Live Life: Your Way intranet page was made available for all staff to find information about the consultation and inviting interested parties to attend a number of Staff Events in the three main areas of the county.

A feature on the home page directed people through to the intranet page, which in turn directed through to our main WebPages for further information.

Social Networking:

- A Facebook and Twitter account were set up for the consultation process; these pages linked through to the consultation webpages and provided regular updates on the consultation process. We have a number of followers on Twitter and tweets were issued during the public events.

Email:

- An initial email was sent out to approximately 500 key consultees and stakeholders informing them of the consultation process and inviting people to attend the public events. Two posters were also attached outlining the consultation and details of events and consultees were asked to print off and display the posters and encourage others to get involved.
- All council members and local MP's have also received an email regarding the consultation and inviting them to events.
- Update emails were sent out prior to the first public events to both categories above to act as a reminder for the events.
- Reminder emails were sent out to local members ahead of the area events.
- An email was sent out to consultees and members to inform them of an additional evening event.
- Attendees of previous events were invited by email where possible to the feedback event on the 23rd September.
- An email was also sent out to all consultees and stakeholder previously contacted and all members inviting them to attend the feedback event.

Postal:

- The two posters as mentioned above were also mailed out by post to approximately 300 standard consultees and council buildings including GP's, Leisure Centres, Libraries, Parish Councils, Post Offices, to be displayed to the public.

Responses:

- 89 email responses received; predominantly related to the public events.
- Over 600 people attended public events and discussion groups.

Events:

Two stakeholder's events have been held:

- VCS Assembly Event on the 8th July – Approximately 35-40 delegates attended the event in which Live Life: Your Way had a slot. Ruth Houghton Service Manager for Assessment & Eligibility gave a

presentation on the Transformation of Adult Social Care and the attendees were then facilitated through a group workshop exercise.

- Partnership Boards Event on the 22nd July – 40 Delegates attended the event which was introduced by Cllrs Ann Hartley and Stephen Charmley. Stephen Chandler Group Manager for Assessment & Eligibility gave a presentation on the Transformation of Adult Social Care and a group workshop took place.

Six public events have been held throughout the county:

- The first of 5 area public events was held for the Central area at the Shrewsbury Town Football Club on Friday 29th July between 930am and 12pm. - Over 80 members of the public attended the event which was introduced by Cllr Ann Hartley. Stephen Chandler Group Manager for Assessment & Eligibility gave a presentation on the Transformation of Adult Social Care and the attendees were then facilitated through a group workshop exercise.
- Further public events were held in the North West, North East, South East and South West areas of the county, plus a further event held in the Central area in the evening by request, approximately 100 people attended these events.

Staff events:

- Three staff events were held on the 5th September in the North, Central and South areas of the county. Staff were invited through the intranet and email. 44 staff attended.

Discussion groups:

- The first in a series of discussion groups were held on the 8th & 9th August at Hartley's day centre, with approximately 30 carers and service users.
- A further 2 discussion groups have been held in day centres in Shrewsbury combining 4 day centres into two events with approximately 40 attendees.
- 4 discussion groups have been held in day centres in the north of the county and 4 in day centres in the south talking to service users and staff with approximately 140 Older People and Adults with Learning Disabilities and staff being involved.
- A discussion group has been held with the Carers leadership group with 8 attendees.
- A discussion group has been held with the Peoples Panel with approx 20 attendees from the General Public.
- A discussion group has been held with the Parent Carers Council with 8 attendees.

Member briefing:

- A member briefing took place on the 5th September with 28 Councillors attending to hear about the consultation process and key messages so far and also to contribute personally to the consultation.

Feedback event:

- A final public event was held on the 23rd Sept to give Feedback on the Key Messages that have come out of the consultation process. This event involved a video and presentation on the details of the consultation process i.e. how many events were held, numbers of people attended, breakdown of the type of people that have been involved and how. The presentation then went on to give the key messages that have come from the consultation in general and broken down by the four domains. The event will also involve a brief explanation of the process involved in the formulation of the strategy.

Live Life Your Way Working Party:

- Information gathered at these events has been collated and fed into the LLYW working party with Cllr Keith Barrow. The party is a cross party group with representation from interested parties and key stakeholders.
- The purpose of the group is as a sounding board for the key messages coming out of the consultation and to provide a critical oversight to the development of proposals.

Appendix C: Consultation Events Schedule

Table 1: Public events schedule

Public Events			
Area	Date	Venue	Numbers Attended
Central	29.7.11	Shrewsbury Town Football Club	Approx 80
North West	4.8.11	Marches School Oswestry	25
South East	18.8.11	Bridgnorth Leisure Centre	20
North East	22.8.11	Whitchurch Leisure Centre	20
Central Evening	23.8.11	Community Hall, The Lantern	6
South West	24.8.11	Ludlow Food Centre	30
Discussion Groups			
Area	Date	Venue	Numbers Attended
North	16.8.11	Bradbury Day Centre, Whitchurch	Approx 15 + Service Users and staff
	13.9.11	Ellesmere Opps & The Meres	Approx 30 + Service Users and staff
	19.8.11	Oswestry, Lorne St	Approx 15 Service Users
	26.8.11	Oswestry Maesbury Metals and Cornerpatch	Approx 15 Service Users
Central	8.8.11	Hartleys, Shrewsbury	Approx 15 Service Users and staff
	9.8.11	Hartleys, Shrewsbury	Approx 15 parents/carers
	14.9.11	Albert Road & Aquamira, Shrewsbury	Approx 20 Service Users + staff
	15.9.11	Abbots Wood & Sabrina Court, Shrewsbury	Approx 20 Service Users + staff
South	8.9.11	Oak Farm,	Approx 20 + service users and staff
	8.9.11	Helena Lane	Approx 10 service users and staff
	9.9.11	Innage Lane	Approx 15 service users and staff
	16.9.11	Helena Lane	Approx 15 Service Users + staff
Stakeholder Events			
Group	Date	Venue	Number Attended
VCS Assembly	8.7.11	Shirehall Council Chamber	Approx 40 stakeholders from voluntary organisations

Partnership Boards	22.7.11	Community Hall, The Lantern	Approx 40 stakeholders from partnership boards
Peoples Panel	13.9.11	Guildhall Council Chamber	20 members of the general public
Carers Leadership Group	6.9.11	Abbots Wood	8 members of the carers leadership group
Parent Carers Council	16.9.11	Gateway, Shrewsbury	8 members of the group
Staff Events			
Area	Date	Venue	Number Attended
North	5.9.11	Castle View Council Chamber, Oswestry	13 members of staff
Central	5.9.11	The Guildhall Council Chamber, Shrewsbury	17 members of staff
South	5.9.11	Shropshire Hills Discovery Centre	14 members of staff
Member Briefings			
Invitees	Date	Venue	
All Members	5.9.11	Council Chamber, Shirehall	28 councillors

Appendix D: Diversity Monitoring

Table 2: Diversity Monitoring at Public Events

Numbers Attended	Diversity	
Approx 180 at the 6 public events	Gender	69% Female 31% Male
	Age Groups	1% 17 and under 72% 18 – 64 25% 65 – 79 2% 85 and above
	Disability	14% Physical disability 12% Learning disability 3.5% Sensory disability 3.5% Mental Health 13% long term limiting illness 54% none
	About You	12% Service User 30% Carer 11% Companion/family/friend 39% Stakeholder 8% General public
	Ethnicity	98% White British/English/Welsh/Scottish/Northern Irish 1% other white 1% any other

Figure 1: 6 Public Event Attendees by Disability

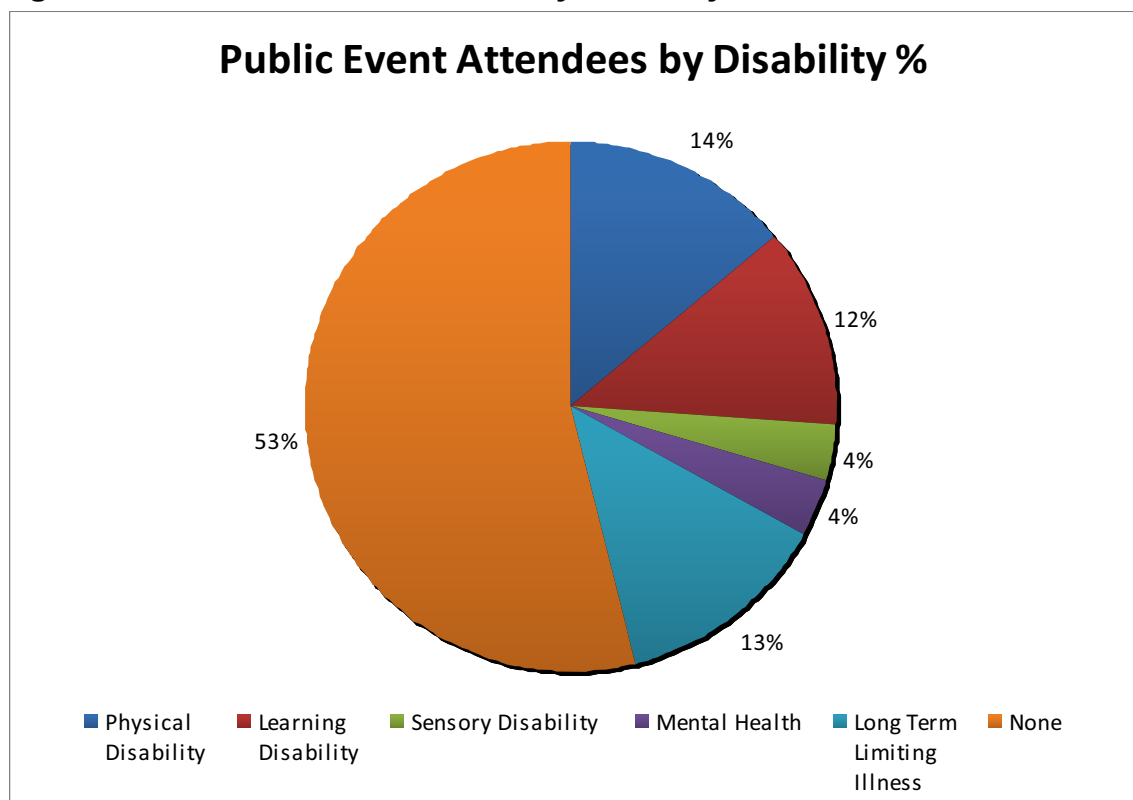


Figure 2: Public Event Attendees by Age and Gender

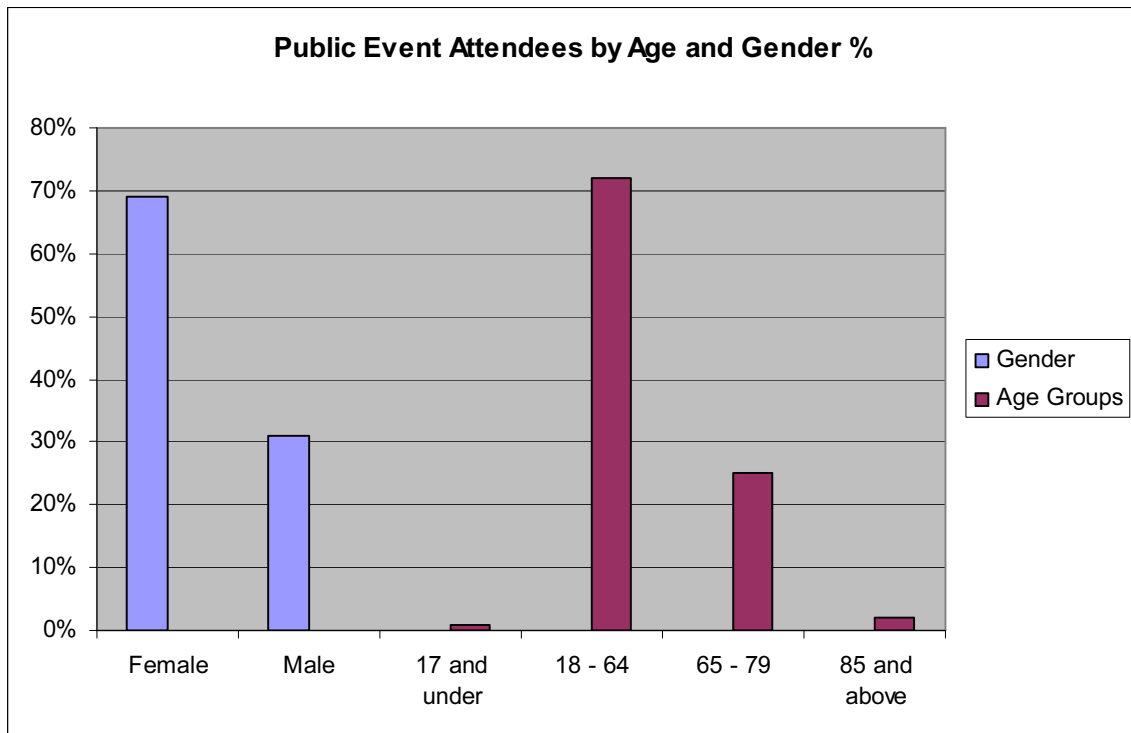
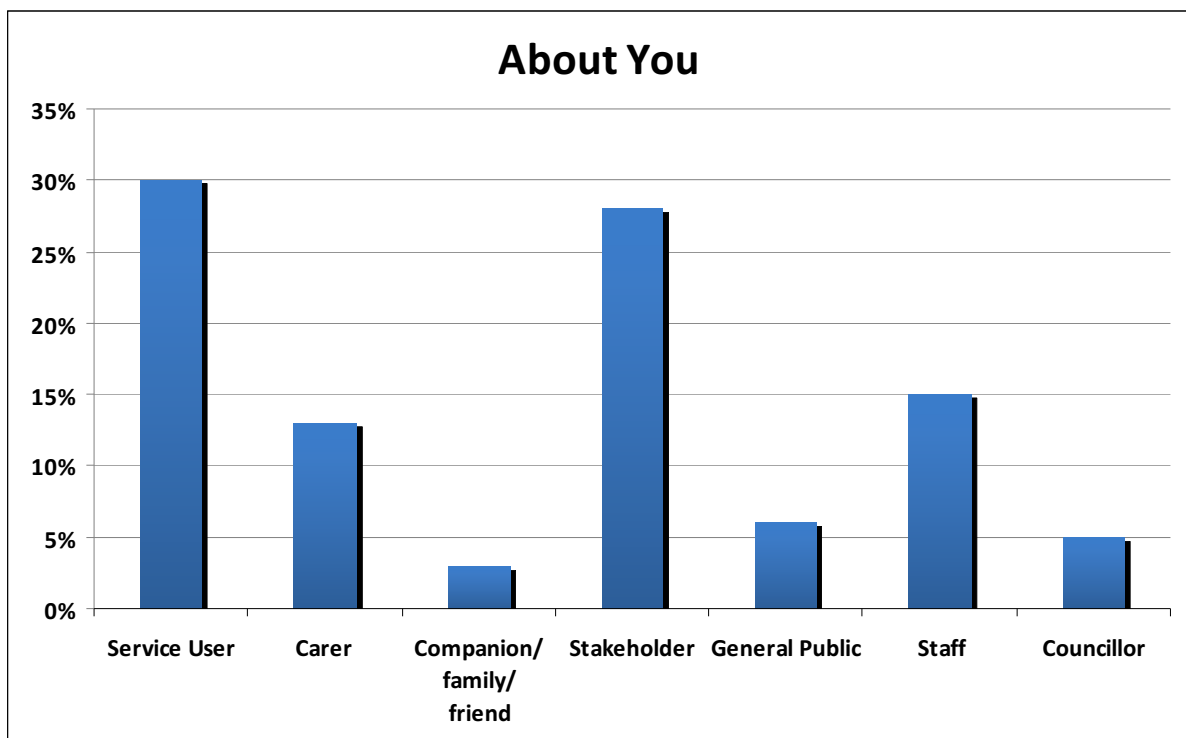


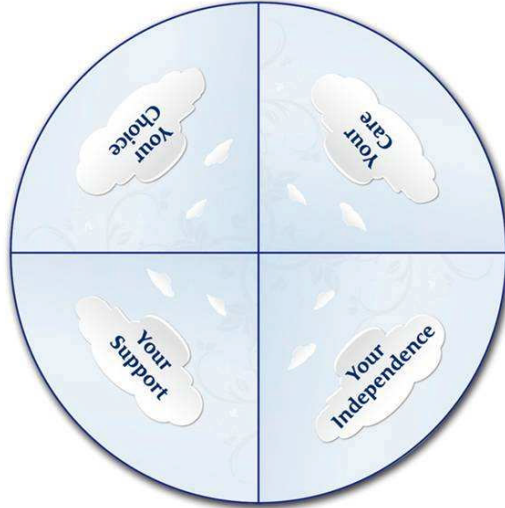
Figure 3: All consultees by About You Category (approximately)



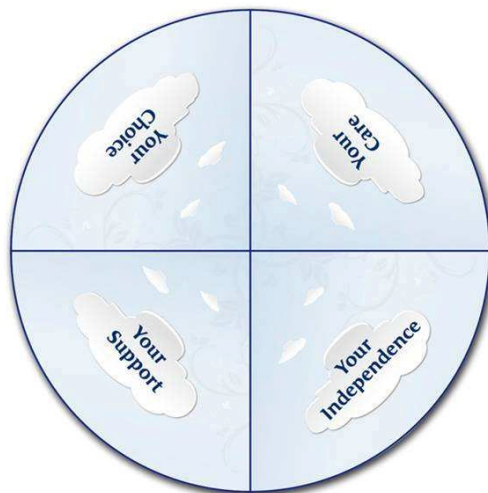
Appendix E: Examples of the materials used at the workshop

Live Life Your Way Posters used in table workshop exercise:

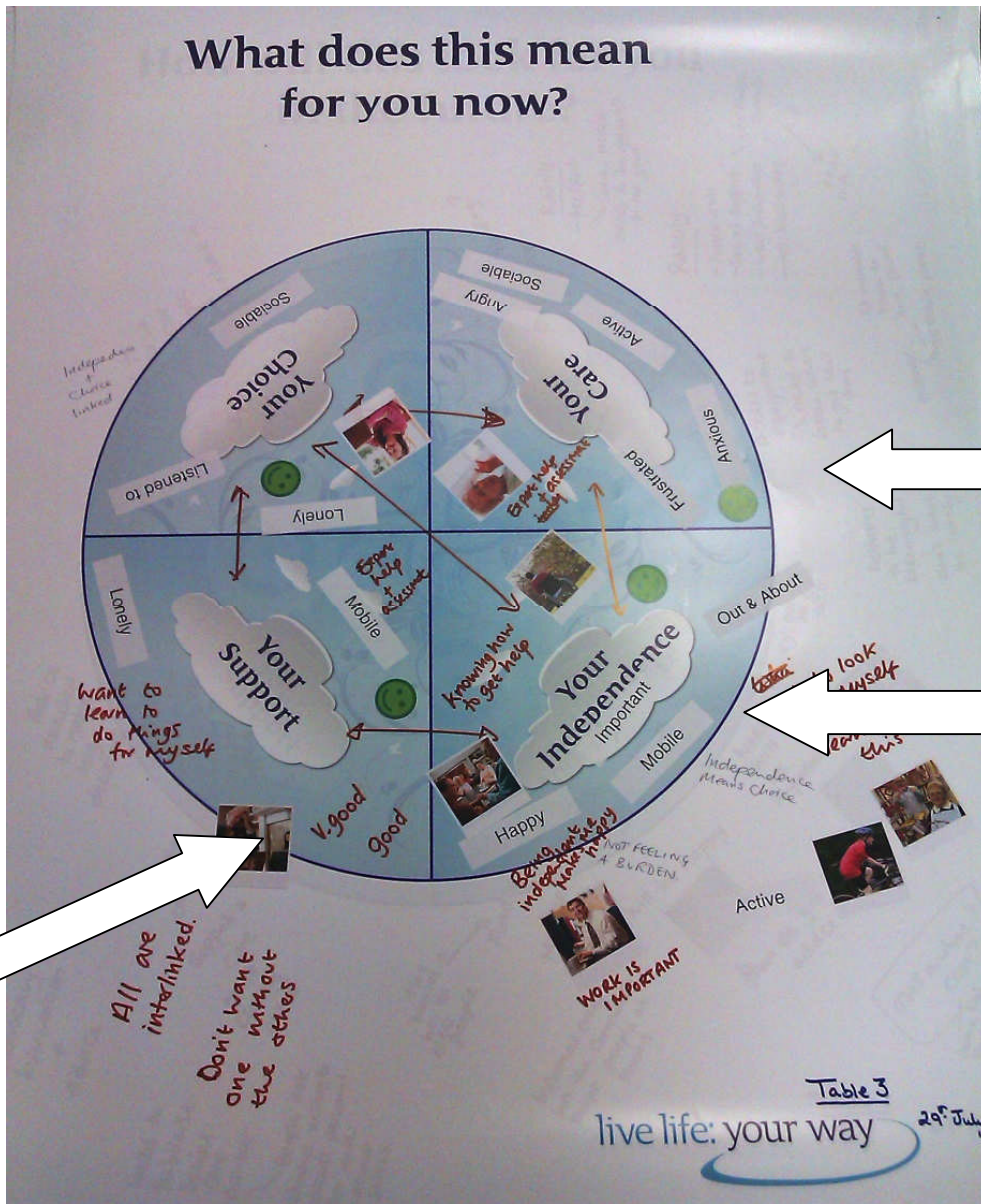
What does this mean for you now?



How will this look for you in the future?



Example of filled in posters:



Picture stickers

Traffic light smiley face stickers

Pre printed word stickers

How will this look for you in the future?



live life: your way

Table 3

'Would you like to help us more' cards:

Thank you for
helping us today.

Would you or someone you
know be willing to talk to us more
about your needs, situation,
family or ideas for the future?

If yes, how shall we contact you?

Name:

.....

Hand this card in at the end of the event.
If you know someone else who might
like to help, ask them to get in touch.

lifelifyourway@shropshire.gov.uk
0345 678 9005



Would you like to
help us more?

lifelifyourway@shropshire.gov.uk
0345 678 9005

Appendix F: Consultation Key Messages

INFORMATION & COMMUNICATION:

Key points -

- Improve information, help direct people to what they need
- Database of information – web based search engine/directory– signpost to this. Information about directory to be where people go – accessibility – GP's, Banks
- Info also to be available on the phone – FPOC
- Info to be available in person – drop in centres etc
- Utilise the council to bring information together
- Make information available in all formats
- More info on Personal Budgets
- Use parish councils
- Use local/digi TV

Ideas –

- Impartial crisis number for people to call / Advice Line
- 'Self Shop' – brokerage of care – signposting/information – simpler central place – what's available in the local area, on the high street – people don't want to have to go through council
- Mentoring should be available so that people deciding which route to take (SC administer the budget, an agency like Crossroads can manage the PB for you, PB is paid over to you as a direct payment) can talk to those from similar circumstances who have already gone through the process.
- Shop for support database - IT courses for the elderly – Age UK
- Match making on info website – local groups, voluntary organisations can post up wanted ads or offer services, swap shop, notice board
- Local social care road show for info giving
- register of PA's
- online joint personal care records for PB's
- online PB control facility using prepaid debit cards
- Voluntary sector directory of services localised and easy access with search facility
- Success stories with personal budgets
- Info centre look at the army.

EFFECTIVE PARTNERSHIP:

Key points -

- Better coordination between partners – transfer management (health to Social care) share data
- Working with health – not to raise expectations of one type of service before an assessment is done. Better accountability between services
- Links with health – annual health checks – LD/OP, prevention, family carers
- Joined up working – other areas /partners, council depts. – housing, transport, economic development

- Cooperation and communication – needs to be good/better – two way street, partnership
- Improve linkages between PCT/GP's and local authorities – signposting, training GP's to better understand assessments.
- Serious review of care agencies – rethink in rural area
- Cross border working
- Work better / more with local businesses /partners – social responsibility – not just funding issues.

Ideas -

- Look at potential for services to be sponsored by local business, social enterprise, VCS companies - major employers in Shropshire could be used to tap into volunteers – give something back
- Changing peoples perception of ALD - work with schools, GP's. SU's raising awareness promote understanding by working consulting with doctors

COUNCIL AS FACILITATOR:

Key points -

- Council role in facilitation voluntary groups – avoid duplication/fill gaps – for delivery of services
- Council facilitate assessment/engagement /gatekeeper
- Council – support rather than care – enabling people to do things for themselves
- Councils role more focussed

COMMUNITY INVOLVEMENT/VOLUNTARY SECTOR:

Key points -

- Providing support to local communities and local initiatives
- Volunteers to be better coordinated
- Locality based services
- Advocacy
- Cut the red tape
- Bringing voluntary groups together – VCS assembly – help them promote themselves – website they can update themselves
- Keep up regular public involvement – ongoing engagement sessions

Ideas –

- Young carers and education in schools
- Contribution from local communities – intergenerational work – some good examples - LD/OP – local housing scheme
- Changing peoples perceptions of ALD – work with schools, GPs etc
- Local colleges could help create information directory
- one CRB for all
- Fit over 65's encourage to volunteer scheme to bank credits to buy care later
- Tap into early retirees for volunteering - Retirement course - MOD
- One CRB to cover all

- Small steering groups
- Kids get involved in volunteering – volunteers of the future
- Use job centre plus to signpost people to voluntary work too
- Schools as community hub

SUPPORTING THE INDIVIDUAL:

Key points -

- Person not issue – challenge / Values
- Supporting the individual
- Needs focussed
- Flexibility of individual package vs. one size fits all
- Independence & Choice / Independence at home
- Get the balance right between -Risk & Informal care / Overview of support plans – safeguarding/risk
- ‘Somewhere’ central to their lives
- Choice – real choices for delivering care and communicating these choices in a transparent way. Robust systems in place to enable people to make informed choices
- Needs identification – to identify practical and sociological needs – therapeutic needs.
- Same opportunities rights as others – go to cinema normal community facilities
- Support to live I own home
- Reablement process is crucial – promote independence

SUPPORT FOR CARERS:

Key points -

- Need to support carer too
- Support for carers specialist
- Respite – more, quality, local, flexible – ALD go on holiday with friends
- Any strategy should acknowledge and take into account the huge contribution that family carers make to the local economy.
- Training and support for carers groups to help them support each other and represent their views to statutory agencies.
- Planning in advance especially at transition points e.g. 17 and 65 (retirement). There are waiting lists for social workers which can mean that although plans are in place nothing actually happens.

Ideas -

- Respite voucher system

SIMPLER PROCESS/SYSTEM:

Key points -

- Planning for future

- Effective planning – Avoiding Crisis
- Simpler process/systems
- SU involvement to help shape services
- Ensure support with reviews help to ask the right questions
- Processes too slow
- Transition support and management needs to be good – better pre-transition info
- Rethinking care in a rural area, e.g. petrol cost etc.
- Review system needs strengthening
- Importance of social workers
- Supervision of staff – quality/personal development/flexible
- Staff expertise and skills to deal with things that aren't going right
- Consistency of training
- Better quality of support
- Services local and specialist
- Choice to pick your own carer
- Staff culture change – guidance on their future roles
- Improve staff morale – encourage staff sense of ownership and responsibility for council run services, ideas should be encouraged – alleviate fear, allow calculated risks
- Give frontline staff more responsibility
- Self funders and council funded same quality
- Recognise day service staff skills avoid bringing people in to save money
- Named key workers
- Clear guidance needed for staff on their roles in the future.

Ideas -

- Services more flexible -care at home, day care, not same everyday, flexi booking - More flexible booking system for attendance of day centres - More regular care plan reviews and more informal easier to change
- Performance related pay
- Council run care agency
- Convalescence homes
- Autism services – centre for excellence
- Life long plan from birth

MORE USE OF TECHNOLOGY:

Key points -

- Expansion of Telecare – Easy, local, available
- Use of internet – info
- Support use of computers/internet for Service Users
- Access to specialist equipment e.g. I Pad
- Use technology more to be inclusive of those who cant physically participate
- IT – Facebook – ALD

Ideas -

- Use best practice – use technology etc Telecare, Facebook, Twitter / Examples of where other people have done things differently to build confidence in the new approach
- mobile technology bus
- use Skype to get isolated people connected – link with Age UK training
- Access to specialist equipment e.g. I Pad's.

BETTER USE OF TRANSPORT RESOURCES:

Key points -

- Make sure transport is available to facilitate delivery of care regardless of the funding or lack of funding that people have
- Needs to be more efficient
- Joined up working with other council depts.
- Public transport – bus passes before 930am
- Transport, promotion, rurality - dial a ride to be utilised more

Ideas –

- Link volunteer drivers with buses – e.g. mini buses from day centres during down time
- get rid of mobile libraries – heavy, very expensive to run and make rural libraries better and provide better transport for people to get there, include coffee shop in library make it a social place, get people into the community avoid rural isolation
- Link up community transport schemes throughout the county
- make best use of transport resources – school, day centres buses etc

COLLEGE/EMPLOYMENT:

Key points -

- Improve quality, choice and flexibility of college - links
- Integrate with other people not segregated - Tailor college courses integration
- More specific training/learning new skills– doesn't have to be college based could run from day centres - better range of training and college courses – e.g. garden centres, farms
- Access to work and voluntary opportunities – continued job coaching support
- choice of job and day centre not either or
- Work placements to continue very important - Fulfilling job
- More employment and voluntary opportunities for ALD

Ideas –

- Training courses at other places than colleges.
- Permitted work

SOCIALISATION:

Key points -

- Day centres important for socialising and independence
- Getting out and about is important - Support to do shopping get into town
- Go on holidays with friends
- Meet up with friends
- ALD want the opportunity to be involved in running of day centre, cooking, selling in coffee shop
- Sharing services with other people – more public, community based day centres
- Activities are important – support needed
- Services more than 5 days a week – evening and weekends
- Move away from building based services
- Same access to services within the community as everyone else don't need special services just support to access
- ALD support with relationships:
 - Want to live with partners
 - Get married
 - Have kids

Ideas -

- Network people with each other – example given of a group that has been organised for people with acquired brain injuries that they run themselves – using Facebook and twitter – alleviates the need for support and services. Friendship groups, lunch clubs, reading groups
- Red cross ambassadors – neighbour watch
- Volunteering support for people with lower needs – get them into community, avoid isolation

MODERNISE DAY CENTRES:

Key points –

- Variety not just day centre other ways to get out too

Ideas –

- More use of community buildings and sharing facilities
- One stop shop with activities, courses and info preferably in a central location shared with other people. Day care as a 'Pit Stop' – come in and recharge, use centres as info points. Day centre as drop in with café for service users to run themselves Drop in for local elderly people to socialise advertise menu like Mayfair. Drop in for ALD run by people who use services - coffee shop could help to pay
- Micro enterprise – creative use of day centres, entrepreneurial, fund raising. Enhance the income generating capacity of centres such as Abbots Wood and Louise House. E.g. the Olive Tree a café/restaurant at Ironbridge with 15 people with LD working there. Promote rooms for rent more, better advertising. Expansion of meals provided to WVRS – Helena Lane – money making. Make it easier for day centre staff to access council credit card to facilitate social enterprise
- Expand Maesbury metals and site working. Maesbury metals would like to expand train new people and have a showroom could be used by other services

- Day centres more mixing between groups e.g. older people and ALD i.e. tea dance each month
- Allow people to utilise the bath facilities at Day Centres with their own carers at a cheaper price
- More flexible booking system for attendance of day centres -

HOUSING:

Ideas -

- Use of shared lives, supported living for ALD giving them more independence with partners
- Room sharing – home share
- Village/café type clusters, near urban areas with flats for visitors (Derwen College)

Some examples of the positive and negative responses that were received are shown below:

POSITIVE:

- Positive about choices available locally to service users – high quality – improve this range of services to rest of county – concern over rural areas.
- Positive – we are finding ways to work together now that we're under the same umbrella – older people and ALD day services
- Independence – network people with each other – example given of a group that has been organised for people with acquired brain injuries that they run themselves – using Facebook and twitter – alleviates the need for support and services
- Standards of care were considered to be high – just a fear as to whether these can continue.
- The Community Council was praised for the work it does in providing support for Carers.
- People liked the idea of being able to stay at home with support, rather than going to a day centre (or at least to have the option)
- Doing activities
- Special Olympics
- Day centres link with community through walking through health
- Oak farm link with village – community compost
- Mencap social nights
- Macaton group – Abbots wood
- Shared lives
- Work placements
- Trio project Wrexham
- Day centres very important for socialising and to feel safe

NEGATIVE:

- Lack of knowledge of what is out there
- Complicated process

- Volunteers - get rid of red tape / make it easier to get involved (CRB checks)
- Acknowledgment of how people have become disabled by using day centres – losing independence
- The county is diverse – socio –economic – poorer in Oswestry – people who don't meet the eligibility criteria might not be able to afford to self fund – less choices
- Difficulty in promoting ethos with staff – different styles / delivery of services
- Long lead times for assessment in some cases
- Age can be a barrier- look at the person not the disability
- Quality of service in home is not good enough
- Cancellation of activities in day centre at short notice
- Not enough staff - short staffed can not take us anywhere
- Personalisation choices that have been given are unrealistic. not enough info about PB's
- Too much change too quick
- day centres too clinical make more inviting
- no more large day centres
- inconsistency between service received by different service users
- Fear about how children will integrate - Transitional support
- Carers preventing us doing what we want
- Ability to be free from family influence
- College for ALD not good enough
- link between LA and college is bad look at Telford for best practice
- inconsistency between service received by different service users
- Lack of transport – dial a ride stopped
- Lack of variety
- Personal preference

Figure 4: Ranking of Key Messages – Rank 1

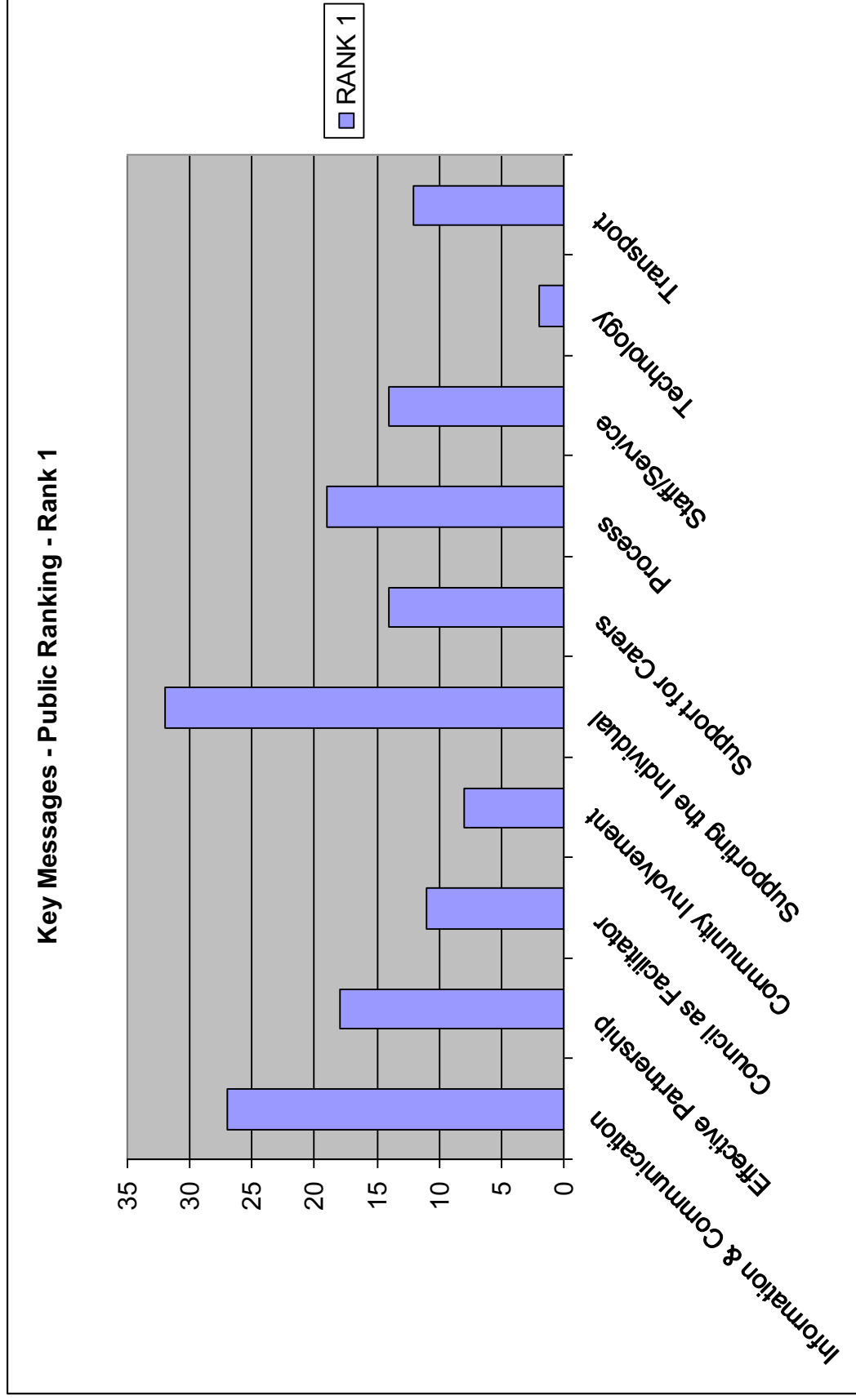
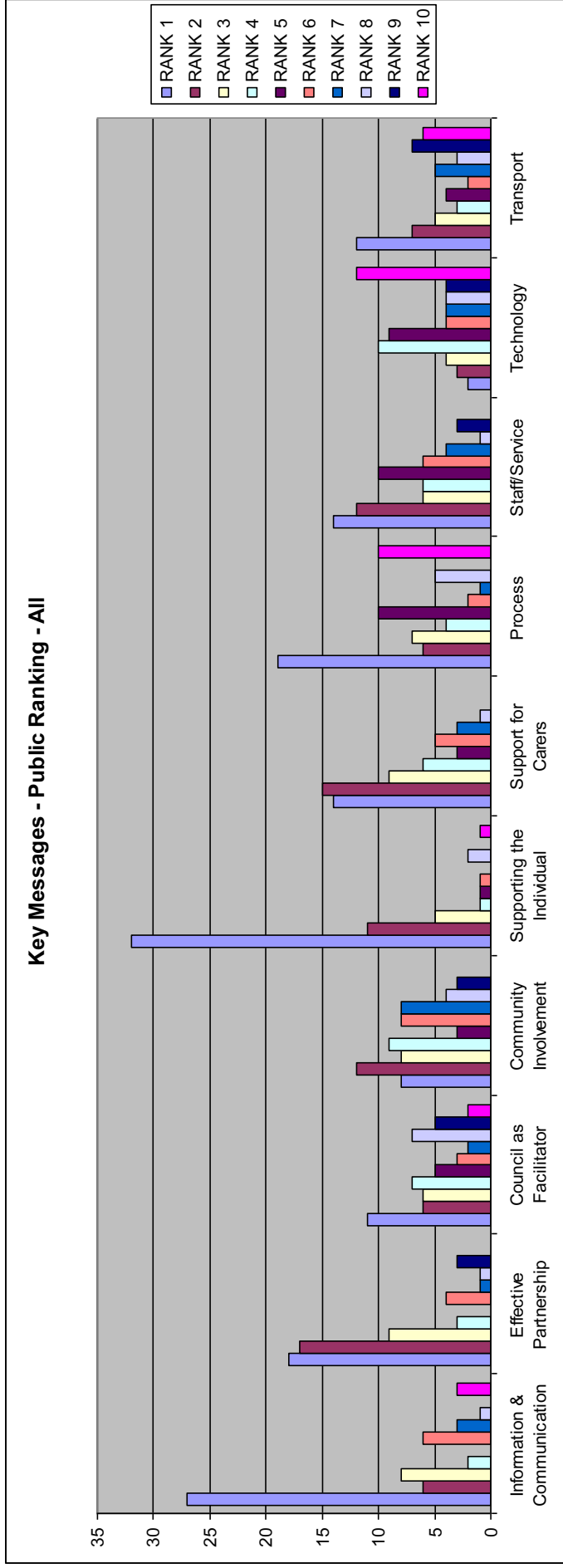


Figure 5: Ranking of Key Messages – All



Appendix G – Draft Implementation Plan

Adult Social Care Strategy – Implementation Plan

Aim 1: Ensure information about services is made easily available to those who need it. Building a transparent information infrastructure that can support users and their families, and include information about existing providers and new market entrants, Shropshire Council, NHS partners and voluntary sector. To enable people to be better able to exercise personal choice and make decisions that are best for them based on relevant information.

Priority:

- More accessible information communicated more effectively

Ref	Action	Lead	Outcome	Progress & Monitoring	Timescales
1.1	The council will create a database of information on Adult Social Care related services and make it available through the Shropshire Council website	ICT & A&E	Improved customer experience of web based information provision and support customers control over commissioning their own services.	To be monitored through web based customer feedback tool.	March 2012
1.2	The Council will undertake a promotional campaign to signpost to the information database and to the First Point of Contact number through local Parish Councils, GP's and local businesses.	Comms & A&E	Improved customer awareness of web based information provision and support customers control over commissioning their own services.	To be monitored through web traffic analysis.	March 2012
1.3	The Council will ensure this information is available to people in person through the use of local libraries, community centres and Broad places.	Area directors	Improved customer accessibility to information and support customers control over commissioning their own services.	To be monitored through roll out of front line staff training in promoting new database.	April 2012
1.4	The Council will evaluate the opportunities to create a digital television channel to advertise Adult Social Care and other information to the public, particularly those without internet.	Cust Insight	Improved customer accessibility to information and support customers control over commissioning their own services.	To be monitored through regular updates to ICT Stakeholders Board/Group.	May 2012
1.5	We will maximise the knowledge of our First Point of Contact Staff to ensure that everyone coming into the council through this route is provided with adequate and appropriate information.	Cust Services & Transform Lead	Improved customer accessibility to information and support customers control over commissioning their own services.	To be monitored through number of calls completed at FPOC.	Jan 2012

1.6	The Council will promote the use of other technologies such as SMS to provide information	Cust Insight	Improved customer awareness of information provision and support customers control over commissioning their own services.	To be monitored through SMS data.	End 2012
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Aim 2:

Work effectively with our partners in health, business and the voluntary sector across boundaries and departments.

Priority:

- Encourage social enterprise

Ref	Action	Lead	Outcome	Progress & Monitoring	Timescales
2.1	The Council will undertake a complete review of in house day service provision aiming to look at a more flexible way of working and enhancing social enterprise and employment opportunities e.g. multi use community centre's, drop in centre's.	Provider Services Manager	Increased choices for individuals promoting better quality of life through increased social opportunities within the community. Increase sustainability of services through income revenue.	To be monitored through reduction in demand for council run building based day centres and take up of self directed support through indicator NI130. Also through NI146 adults with learning disability in employment.	Mid 2012
2.2	The Council will encourage social enterprise through voluntary groups and linking with local businesses and working in collaboration with the business and enterprise team.	VCS	Increased choices for individuals promoting better quality of life through increased social opportunities within the community. Increase sustainability of services through income revenue.	To be monitored through the voluntary and community sector assembly annual review and through individual contracts annual reviews.	Mid 2012

- Priority:
- More effective partnership working:

Ref	Action	Lead	Outcome	Progress & Monitoring	Timescales
2.3	Linkages between council departments, (i.e. ICT, Housing, Transport, Business & Enterprise) will be promoted through organised data sharing	Group Managers	More efficient working practices, greater transparency and provision of information.	To be monitored through progress reporting at group management meetings.	Dec 2011 & Ongoing
2.4	The Council will maximise links with health colleagues through the Health & Well Being Board	Director Health & Wellbeing	Promote efficiency and transparency and enable greater provision of information.	To be monitored through Health & Well Being board reporting mechanisms.	Dec 2011 & Ongoing
2.5	The Council will work more effectively with the business sector and encourage greater links between business and the voluntary sector	Commissioning & Procurement Business & Enterprise, VCS	Joint working between local businesses and voluntary groups, enabling more people to volunteer, more efficient use of resources and greater provision of social care services in the community.	To be monitored by reduction in demand on council provided services.	May 2012

- Priority:
- Better use of transport:

Ref	Action	Lead	Outcome	Progress & Monitoring	Timescales
2.6	The Council will undertake an audit of day services transport provision and capacity to make more effective use of vehicle down time	Passenger Transport/ Day services manager	More efficient use of transport resources and reduction in associated costs.	To be monitored through transport financial plan.	March 2012
2.7	Voluntary organisations will be encouraged to provide innovative transport methods through joint working between the councils transport team and Adult Social Care.	Transport/ VCS/ A&E	Greater accessibility to convenient and suitable forms of transport in the county particularly in rural areas. Enhancement of individuals' independence by providing accessible means to access services, activities and groups.	To be monitored through customer feedback.	March 2012

2.8	We will promote community transport through new information database and other communications strategies	Comms	More people to be aware of dial a ride and voluntary car schemes and using them to their full capacity.	To be monitored through call volume to customer services for such services and passenger journeys.	Jan 2012
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Aim 3:

Enable people to lead independent, fulfilling lives becoming a greater part of their community through increased chances for socialising, gaining personal recognition and making helpful relationships and remain in their own homes for as long as possible.

Priority:

- Encourage use of modern technology and enable people to do more for themselves and remain independent.

Ref	Action	Lead	Outcome	Progress & Monitoring	Timescales
3.1	The council will help people maintain their independence through a greater use of Assistive Technology and Telecare support and electronic home care monitoring. By creating and implementing an Assistive Technology Strategy.	Short Term Services Manager	People will remain independent in their own homes for longer and feel increasingly independent and have enhanced quality of life.	To be monitored through levels of equipment issued and corresponding reduction in other associated services e.g. admissions to residential care.	Dec 2011 & Ongoing
3.2	We will work with other organisations and the councils ICT stakeholders group to encourage greater broadband provision and training for vulnerable people to encourage independence and avoid isolation.	ICT & VCS	Help rurally isolated individuals maintain social networks and gain access to information about services, activities and groups useful to them.	To be monitored through broadband provision data and up take of ICT training schemes.	Mid 2012
3.3	Create more capacity in Short Term Assessment & Reablement for Young Adults and Older People to enable greater use of targeted support to enable people to remain independent in their own homes for longer.	Service Manager Short Term Support	More people remaining independent in their own homes for longer and reduction in dependency on Council services, promoting greater confidence, self esteem and quality of life for the individual.	To be monitored through numbers of customers using the service and corresponding reduction in other associated services e.g. admissions to residential care.	Oct 2011 & Ongoing

3.4	Review in-house provision of residential and nursing homes: To keep up with reduced demand through increased independence from other initiatives	Provider Services Manager	Reduction in the use of expensive residential placement, enabling the council to reduce costs and provide better value for money.	To be monitored through numbers of new residential placements and corresponding numbers of people going through reablement service.	Oct 2011 & Ongoing
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Aim 4:

Encourage community and voluntary sector involvement in the provision of services. Enable groups/people to help each other and collaborate on a wide variety of issues, share knowledge and know how.

Priority:

- Community and voluntary sector involvement:

Ref	Action	Lead	Outcome	Progress & Monitoring	Timescales
4.1	The Council will undertake capacity building in the community to encourage opportunities for: start ups, existing for profit and not for profit organisations	Area Directors & Business & Enterprise	Increase in employment opportunities for adults with learning disabilities and increased sustainability of services through income generation.	Monitored through NI146 numbers of Adults with Learning Disabilities in employment and reduction in day centre usage.	Dec 2011 & Ongoing
4.2	The Council will maximise its links with the voluntary and community sector and use this community to disseminate information related to Adult Social Care.	VCS Assembly Coordinator	Information made more accessible to the people who need it through methods other than technology based.	To be monitored through regular reporting of progress to VCS Assembly.	March 2012
4.3	The Council will facilitate volunteer recruitment schemes such as retirement courses	Training/ VCS	Increased levels of volunteer recruitment in the county.	To be monitored through regular reporting of progress to VCS Assembly.	March 2012
4.4	The Council will help voluntary groups promote themselves by providing a mechanism for web promotion	ICT	Improved publicity for voluntary groups and information provision to public.	To be monitored through web traffic data.	March 2012

4.5	We will encourage use of and promote VCS Assembly – undertaking an audit of Shropshire's voluntary groups – facilitate/encourage networking and collaboration	VCS Assembly Coordinator	Better utilisation of the county's large voluntary sector capacity and more joint working between groups; avoid duplication of services/tasks.	To be monitored through VCS Assembly register.	Mid 2012
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Aim 5:

Ensure each person is treated as an individual whether as a person using our services or as a carer, family member or friend and provide tailored support to those who need it. Enabling people to confidently select appropriate quality services or equipment and feel secure about their personal safety and lifestyle.

Priority:

- Enable socialisation through a variety of methods:

Ref	Action	Lead	Outcome	Progress & Monitoring	Timescales
5.1	The Council will enable and promote the use of personal budgets/personalisation	Transformation Lead	Increased choices for individuals promoting better quality of life through increased social opportunities within the community.	To be monitored through indicator NI130, Average cost of a personal budget.	Mid 2012
5.2	Introduction of charges	Provider Services Manager	Enable equal and fair charging structures for comparable Council services.	To be monitored through income contributions.	April 2012