Shropshire Council

The strategy
for the future of
adult social care
in Shropshire –
A summary

live life: your way

A strategy for the future of adult social care in Shropshire

Contents

1.0 Background

Shropshire Council is working to give people more options and control over adult social care services.

We want to empower people to choose services tailored to their individual needs, by placing them at the centre of how they receive their support.

By exploring innovative new ways of developing and delivering adult social care services we can work to ensure that the most vulnerable members of our communities can lead independent and fulfilling lives.

The council has been looking to base future services on the principles of:

- working together
- prevention
- enabling
- maximising independence and choice
- being innovative
- providing targeted, personalised support where it is needed.

To develop this work and modernise at the pace required by people's changing needs, Shropshire Council recently carried out the biggest consultation on adult social care in the history of the county.

The consultation focused on how the council can deliver the best care possible by talking to the people who use the services, their carers, supporters, families and friends. It provided an opportunity to listen to the people using, or affected by our services, to see if they agreed with the principles put forward and to bring forward new ideas.

We recognise the need to hear the views of the people involved, to better understand what they want and need, and give them the chance to shape the future of adult social care.

▶ play

Click to listen to Ann Hartley, Deputy Leader of the council, talk about the council's role in supporting and safeguarding Shropshire's most vulnerable people.

1.1 National context

This strategy has been shaped by the feedback from the consultation but has also considered national policy:

- A Vision for Adult Social Care: Capable Communities and Active Citizen, Department of Health, 16 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

Whilst it is important to understand the national context, it has been essential that we create a strategy which is suited to the needs of the people of Shropshire.

One size does not fit all and adult social care services have to be developed with the people who use them; they are best placed to know what changes will help them to be independent and active members of their communities.

Their views, shared during the most comprehensive consultation exercise of its kind that Shropshire has seen, were vital to create a new strategy for adult social care, led by the people at the heart of the services.

1.2 Consultation process

The consultation took place over three months, from 4 July 2011 to 30 September 2011. We wanted to encourage as many people as possible to get involved and used many different ways to urge people to take part.

The ways that people were made aware of the consultation and how they could have their say included the Shropshire Council website and intranet, the media, social networks, email and posters.

During the consultation more than 600 people took part in events and discussions as follows:

- Almost 200 people attended six public events throughout the county. Two were held in Shrewsbury and the other events took place in Oswestry, Bridgnorth, Whitchurch and Ludlow. Each event included a presentation on the reasons behind the need to change and interactive workshops, drawing on the expertise and knowledge of the adult social care community, voluntary and community sector and residents.

- About 80 people attended two stakeholder events.
  These were the Voluntary and Community Sector Assembly Event and the Partnership Boards Event. They were held to talk to partners about delivering services in the best way possible.

- More than 200 people took part in smaller discussion groups.
  These were held in day centres across the county, and with the People's Panel, the Carers' Leadership Group and the Parent Carers' Council. These events provided opportunities for people using services, carers and others to share their thoughts in a familiar setting and offer detailed feedback due to the size of the groups.

- More than 40 people attended three staff events.
  These were held in north, south and central locations to hear the views of people directly delivering services.

- A total of 28 councillors attended a member briefing.
  This event in Shrewsbury was held for councillors to hear an update on the consultation and for them to contribute in person.

- About 90 delegates attended a feedback event at the end of the consultation period.
  This event began with a video and presentation on the details of the consultation process, including how many events had taken place and the number of people who had attended events. It provided feedback on the key messages that had emerged from the consultation and an explanation on moving forward with the development of the strategy.

This extensive consultation reflected both the level and importance of the wide ranging changes that are required to ensure that the most vulnerable in our local communities are supported and protected through effective, targeted services, and can lead the lives they wish to lead.

Click here to listen to our 'Live life your way' Consultation process.

1.3 Consultation outcomes

The consultation resulted in a wealth of information and data which has formed the foundation of this new strategy and approach to adult social care in Shropshire.

A number of significant key themes emerged of the things that are the most important to the people who use or come into contact with our services.

These highlight that the council is moving in the right direction in looking to ensure that future services are based on the principles of working together, prevention, enabling, maximising independence and choice, being innovative, and providing targeted, personalised support where it is needed.

Detailed below are these key areas from the consultation:

- Support for the individual being tailored to their needs and preferences and localised within their communities.
  People using services told us they 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. They told us that the focus should be on supporting the individual rather than being service-focused.

- Effective partnership working across all partners.
  We want to create a culture that encourages and supports collaboration, innovation and collective learning. We want to improve lives through greater choice and control, offered through a joined-up approach across health and care services. The consultation has shown that effective partnerships are an inherently important factor in ensuring the successful delivery of adult social care services.

- Develop the role of the council as a facilitator.
  Throughout the consultation people told us that they want 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 who need care services and their carers.

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 taking this approach will achieve efficiencies, to provide greater public value as well as more personalised care services.

Further themes were:

- Good information and communication systems and processes.
- Simple processes that are easy to follow.
- High quality staff/service.
- Support for carers (broad ranging).
- Better use of transport resources.
- Improve community involvement and increased use of the voluntary sector.
- More use of technology.
- Improve access to college and employment.
- Improve people's opportunities to socialise and to be an effective member of their communities.
- Modernise day centres.
- Housing – different options.

1.4 Main elements

The feedback we have received throughout the consultation has enabled us to develop the main elements which will underpin the transformation of adult social care, as follows:

Participation: encouraging, engaging and promoting people's participation in, and contribution to, adult social care services.

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 promoting new support and assistive technologies, which can be anything from a medication dispenser or electronic memory aid to a whole-house alarm monitoring system.

Personalisation: personalisation starts with the person, not the service. We will ensure that individuals, not institutions, take control of their care. Personal budgets will be provided to all eligible people to enable them to identify their needs and choose the services which are right for them, with support from the council. 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 services, with a broad market of high quality service providers. We want to get to a position where people are able to purchase services that help them achieve what they want. We want to promote competition within care markets to make sure providers are responsive to service users' requirements, and at the same time, ensure that the quality of the service is maintained.

Protection: there will be sensible safeguards against the risk of abuse or neglect. However risk will not be an excuse to limit people's freedom. Published information about agreed quality outcomes will support greater transparency and accountability. This information will support people using services in making decisions.

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 the board, be they public, private, voluntary or community based.

▶ play

Click here to listen to Maureen and Merv, service users in Shropshire, talk about how personalisation has helped them improve their quality of life.
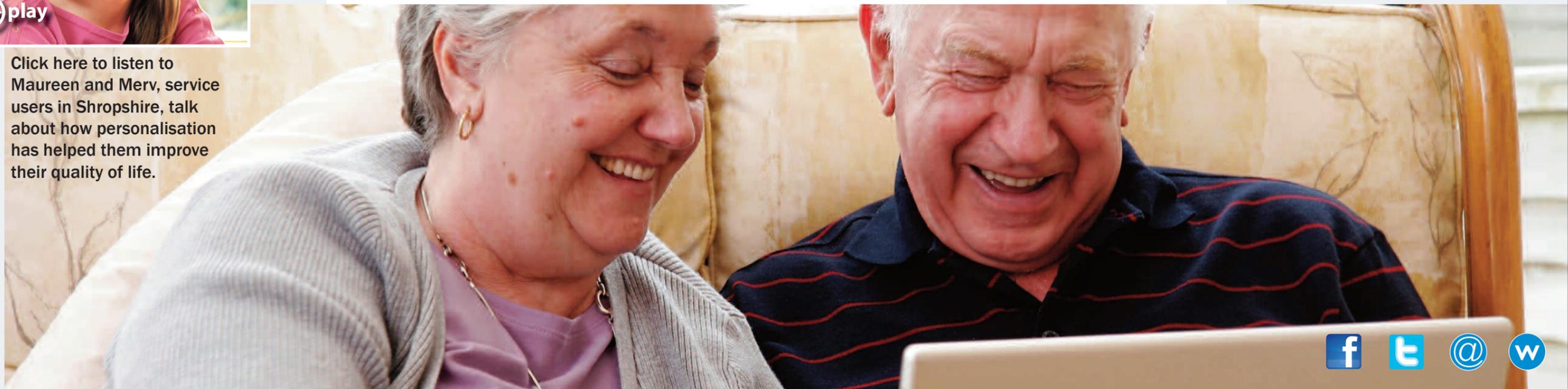
2.0 Vision

Our vision for the future of adult social care in Shropshire is to put people in the driving seat deciding 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 have set out a number of aims to achieve this vision, based on what people told us was important to them.

The council will act as a facilitator in the following ways:

Aim 1: Information and communication
Ensure information about services is made easily available to those who need it. Ensure there is transparent information available that can support service users and their families, and include information about existing and new providers, Shropshire Council, NHS partners and the voluntary sector. Enable people to be better able to make choices and decisions that are best for them based on relevant information.

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

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

Aim 4: Working with our communities
Encourage community and voluntary sector involvement in providing services. Enable groups and people to help each other and collaborate on a wide variety of issues, share knowledge and know-how.

Aim 5: Choice and services tailored to the individual
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.

Information and communication

- More accessible information communicated more effectively:
  - Database of information – web-based search engine/directory – signpost to this through parish councils, GPs, local businesses
  - Make information available in person – use of drop-in centres
  - Use local/digital TV
  - Maximise knowledge of First Point of Contact staff who help adults who require first time help, support or advice

Working with partners

- Encourage and develop further social enterprise:
  - Through day services review – multi-use community centres, drop-in etc
  - Through voluntary groups and by linking with local businesses and working in collaboration with the council's Business and Enterprise team
- More effective partnership working:
  - Link up with other council departments, ICT, Housing, Transport, Business and Enterprise through organised data sharing
  - Maximise links with health through Health and Well Being Board
  - Encourage greater links with business sector
- Better use of transport:
  - Review day services transport and capacity in down time
  - Work with council Transport team and voluntary organisations to provide innovative transport choices
  - Promote community transport through information database and other communications strategies
- Review in-house provision of residential and nursing homes:
  - To keep up with reduced demand through increased independence from other initiatives

Independence and opportunities

- Encourage use of modern technology:
  - Help maintain independence through a greater use of technology
  - Work with other organisations and ICT team to encourage greater broadband provision and training for vulnerable people to encourage independence and avoid isolation
- Create more capacity in Short Term Assessment and Re-ablement Team (START) for young adults and older people. START provides intensive support for up to 12 weeks. By creating more capacity we will increase targeted support to enable people to remain independent

Working with our communities

- 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 share 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

Choice and services tailored to the individual

- Enable people to socialise 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
  - Consult on introduction of charges in adult social care so that people know what they can get for their personal budget

3.2 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	Outcome	Progress and Monitoring	Timescales
1.1	The council will create a database of information on Adult Social Care related services and benefits and make it available through the Shropshire Council website	Improved customer experience of web based information provision and support customers control over commissioning their own services.		
1.1.1	Template to be circulated to team managers to provide a synopsis of their service, with contact details, with known links to vol providers, web editor to be nominated from each team	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.	Nov 2011
1.1.2	Utilise social work students from Social work pratice pilot to undertake research into local services - linking to VCS	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.	Nov 2011
1.1.3	Web editors to collate information and upload to website	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.	Dec - Jan 2012
1.1.4	Procure an online portal for information for individuals funding their own support and personal budget holders to self serve	Provide more information on personal budgets via the website - how you can spend your budget etc using an online tool	To be monitored through web based customer feedback tool and indicators on personal budgets.	Mar 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.	Improved customer awareness of web based information provision and support customers control over commissioning their own services.		
1.2.1	FPOC business cards to be circulated	Improve customer awareness of adult social care services aviable to them and streamline intial contact process	To be monitored through FPOC call handling statistics	Nov/Dec 11
1.2.2	Promote FPOC via a press campaign to local newspapers and radio and also using Shropshire Council website homepage, newsroom, facebook and twitter	Improve customer awareness of adult social care services aviable to them and streamline intial contact process	To be monitored through FPOC call handling statistics	Nov/Dec 11

Ref	Action	Outcome	Progress and Monitoring	Timescales
1.2.3	Promote website via a press campaign to local newspapers and radio and also using Shropshire Council website homepage, newsroom, facebook and twitter	Improved customer awareness of web based information provision and support customers control over commissioning their own services.	To be monitored through web traffic analysis.	Mar 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.	Improved customer accessibility to information and support customers control over commissioning their own services.		
1.3.1	Training for frontline staff in how to advise people of where to get the correct information	Improved customer accessibility to information and support customers control over commissioning their own services.	To be monitored through web traffic analysis and FPOC call handling statistics.	Mid 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.	Improved customer accessibility to information and support customers control over commissioning their own services.		
1.4.1	Investigating the potential for a partnership approach to digital tv in Shropshire	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.	Improved customer accessibility to information and support customers control over commissioning their own services.		
1.5.1	See Full FPOC review action plan	Improved customer accessibility to information and support customers control over commissioning their own services.	To be monitored through FPOC call handling statistics	Jan 2012
1.6	The Council will promote the use of other technologies such as SMS to provide information	Improved customer awareness of information provision and support customers control over commissioning their own services.		

Aim 2

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

Priority

- Encourage social enterprise

Ref	Action	Outcome	Progress and Monitoring	Timescales
2.1	The Council will undertake a complete review of in house day service provision aiming to look at more flexible ways of working and enhancing social enterprise and employment opportunities e.g. multi use community centre's, drop in centre's.	Increased choices for individuals promoting better quality of life through increased social opportunities within the community. Increase sustainability of services through income revenue.		
2.1.1	Undertake expressions of interest exercise to investigate sharing services with other sectors	Encourgae use of more public buildings, community based day centres within the voluntary and business sectors and provide wider options for services users.	To be monitored through reduction in demand for council run building based day centres and take up of self directed support through indicator NI130 and through NI146 adults with learning disability in employment.	Jan 2012
2.1.2	Develop pilot social enterprise in day care along the lines of social work pilot to provide alternative sds day opps	Enable more flexible use of day centres ie drop in for certain activities, use like a community centre, pay for activities/ services on a menu	As 2.1.1	Jan 2012
2.1.3	Pursue contracting and procurement arrangements. Use growth next year to fund contract with Employment provider to provide x amount of job coaching hours for targeted service users in day care.	Increased choices for individuals promoting better quality of life through increased social opportunities within the community. Increase sustainability of services through income revenue.	As 2.1.1	Jan 2012
2.1.4	Review the role of Enable	To ensure best value and increased choices for individuals	To be monitored through SLA. Also through NI146 adults with learning disability in employment.	Jan 2012
2.1.5	Explore the option of using growth moneys to facilitate change in day services	Enable individuals to have a wider range of choices in the activities they pursue	To be monitored by report to GMT	Jan 2012
2.1.6	Investigate alternative funding streams for social enterprise projects	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 by report to GMT	Jan 2012
2.1.7	Investigate the potential for social enterprise in provider services	Increased choices for individuals promoting better quality of life through increased social opportunities within the community. Increase sustainability of services through income revenue.	Working group currently set up, scoping research and search for funding underway - to be monitored through regular group meetings and progress reports to GMT	May 2012

Ref	Action	Outcome	Progress and Monitoring	Timescales
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.	Increased choices for individuals promoting better quality of life through increased social opportunities within the community. Increase sustainability of services through income revenue.		
2.2.1	Joined up working between VCS, Business and Enterprise and Assessment and Eligibility	Promote and encourage social enterprise in the social care voluntary sector	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	Outcome	Progress and Monitoring	Timescales
2.3	Links between council departments, (ie ICT, Housing, Transport, Business and Enterprise) will be promoted through organised data sharing	More efficient working practices, greater transparency and provision of information.		
2.3.1	Encourage and integrated approach coordinating cabinet decisions between departments	More efficient working practices, greater transparency and provision of information.	To be monitored through progress reporting at group management meetings.	Dec 2011 and Ongoing
2.3.2	Link with housing department to investigate the use of home share	More efficient working practices, greater transparency and provision of information.	To be monitored through progress reporting at group management meetings.	Dec 2011 and Ongoing
2.3.3	Investigate wider commissioning of floating wardens to cover owner occupiers	More efficient working practices, greater transparency and provision of information.	To be monitored through progress reporting at group management meetings.	Dec 2011 and Ongoing
2.4	The Council will maximise links with health colleagues through the Health and Well Being Board	Promote efficiency and transparency and enable greater provision of information.		
2.4.1	Engage with H&W board and local key representatives/ councillors	To ensure opportunities for integration are maximised in relation to personalisation, Health Budgets, ICT, Pooled budgets, LD, out of hours/ urgent care. Promote efficiency and transparency and enable greater provision of information.	To be monitored through Health and Well Being board reporting mechanisms.	Dec 2011 and Ongoing
2.5	The Council will work more effectively with the business sector and encourage greater links between business and the voluntary sector	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.		
2.5.1	Joined up working between VCS, Business and Enterprise and Assessment and Eligibility	To encourage Joint working between local businesses and voluntary groups, enabling more people to volunteer, 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-12

Priority

- Better use of transport resources

Ref	Action	Outcome	Progress and 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	More efficient use of transport resources and reduction in associated costs.		
2.6.1	Look at linkages with other internal services and external - charities	More efficient use of transport resources and reduction in associated costs.	To be monitored through transport financial plan.	Mar 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.	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.		
2.7.1	Link up community transport schemes throughout the county	Greater accessibility to convenient and suitable forms of transport in the county particularly in rural areas.	To be monitored through customer feedback.	Mar 2012
2.8	We will promote community transport through new information database and other communications strategies	More people to be aware of dial a ride and voluntary car schemes and using them to their full capacity.		
2.8.1	Work jointly to ensure up to date information is available via the website and customer services	Promote awareness of travel schemes to wider audience	To be monitored through call volume to customer services and hits on website for such services and passenger journeys.	Jan 2012

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	Outcome	Progress and 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.	People will remain independent in their own homes for longer and feel increasingly independent and have enhanced quality of life.		
3.1.1	Action plan to be signed off by GMT	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 eg admissions to residential care.	Dec 2011 and Ongoing

Ref	Action	Outcome	Progress and Monitoring	Timescales
3.1.2	Develop links with partners to deliver a joined up action plan	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 eg. admissions to residential care.	Mid 2012
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.	Help rurally isolated individuals maintain social networks and gain access to information about services, activities and groups useful to them.		
3.2.1	Provide support/learning within day services to use internet, mobile phone, text/sms, to support people to be safe, access services, reduce isolation	Help individuals build their skills and social networks and gain access to information about services, activities and groups useful to them to promote independence and reduce reliance on day services	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
3.2.2	Work with vol groups such as Age Concern and community hubs to promote IT training to individuals	Help older and vulnerable people use modern technology to help them create social networks and gain access to information about services, activities and groups useful to them.	To be monitored through up take of ICT training schemes.	Mid 2012
3.2.3	Investigate the potential of a mobile technology bus to promote AT and ICT training to people	Help rurally isolated individuals maintain social networks and gain access to information about services, activities and groups useful to them.	Currently under negotiation. Progress to be monitored through management supervision	Nov 2011
3.2.4	To investigate the potential to network people with each other using coaching and info giving on - Facebook and twitter, Friendship groups, lunch clubs, reading groups	Help older and vulnerable people use modern technology to help them create social networks and gain access to information about services, activities and groups useful to them.	To be monitored through progress report on design council bid to GMT.	Mid 2012
3.2.5	Work with partners to develop a network of volunteer 'First Click Friends' to support vulnerable people to access IT.	Help older and vulnerable people use modern technology to help them create social networks and gain access to information about services, activities and groups useful to them.	To be monitored through numbers of people joining the network.	Mid 2012
3.2.6	Investigate the potential for wireless connectivity in community hubs (including housing schemes)	To enable indviduals without broadband access to maintain their connections through the use of technology.	To be monitored through ICT stakeholders board.	Mid 2012

Ref	Action	Outcome	Progress and Monitoring	Timescales
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Ref	Action	Outcome	Progress and Monitoring	Timescales
3.3	Create more capacity in Short Term Assessment and 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.	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.		
3.3.1	Work with childrens services - strengthen transition process	Encourage early transition planning and enable people to take control over their choices and support to promote independence, confidence, self esteem and quality of life for the individual.	To be monitored through Transition Pathway and numbers in transition with personal budgets	Dec 2011 and Ongoing
3.3.2	Review of long term review process - work with partners around reviews and assessments	To ensure people are receiving the level of support they require and that their independence and quality of life is paramount.	To be monitored by report to GMT	Feb 2012
3.3.3	Social work practice community interest company pilot project to deliver statutory social work services to approximately 1300 people within an 18 month period.	To test whether an independent social work practice can deliver improved outcomes for adults through self directed support.	The practice will be managed by an independent lead social work practitioner.	Jan 2012
3.3.4	Implement the ASC Customer Pathway to ensure that individuals move promptly through reablement.	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, dom care	Dec 2011
3.3.5	Introduce electronic homecare monitoring to utilise capacity effectively.	To ensure people receiving home support get the level of support required and to streamline monitoring processes.	To be monitored through statistics on numbers served by the system monthly to service manager.	Dec 2011 and Ongoing
3.3.6	Develop key-worker role in localities to monitor and report on progress	To ensure the service provided in each locality achieves the required standards.	To be monitored by report to GMT	Feb 2012
3.3.7	Develop promotional literature for Maximising Independence service.	To ensure that individuals are aware and clear that access to ASC services is only following a period of Maximising Independence.	To be monitored by report to GMT	Feb 2012
3.3.8	Work with partners to develop integrated pathways	To ensure the best use of the resources available.	To be monitored by report to GMT	Mar 2012

Ref	Action	Outcome	Progress and Monitoring	Timescales
3.3.9	Recruit to 'Casual' START Assistant positions	To maintain capacity in team during staff absense	To be monitored by report to GMT	Jan 2012
3.3.10	Develop Multi-Disciplinary Short Term Teams to deliver the ASC Customer Pathway.	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 by report to GMT	Apr 2012
3.4	Review provision of residential and nursing homes: To keep up with reduced demand through increased independence from other initiatives	Reduction in the use of residential placement, enabling the council to reduce costs and provide better value for money.		
3.4.1	Shropshire Council are in the process of exploring alternative providers for the provision of services at Crowmoor.	To ensure best value for money.	The Council has recently confirmed that 3 bidders remain in the competitive process relating to the future running and development of Crowmoor House, no decision on the final outcome will be made until January 2012 at the earliest.	Jan 2012

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	Outcome	Progress and Monitoring	Timescales
4.1	The Council will maximise its links with the voluntary and community sector and use this community to disseminate information related to Adult Social Care.	Information made more accessible to the people who need it through methods other than technology based.		
4.1.1	The Council will undertake capacity building in the community to encourage opportunities for: start ups, existing for profit and not for profit organisations	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 and Ongoing
4.1.2	Organise local social care roadshows to help promote vol groups and social services to the public	Information made more accessible to the people who need it through methods other than technology based.	To be monitored through attendance at events	Summer 2012

Ref	Action	Outcome	Progress and Monitoring	Timescales
4.3	The Council will facilitate volunteer recruitment schemes	Increased levels of volunteer recruitment in the county.		
4.3.1	Investigate pre-retirement/ vol recruitment courses - link with training (courses already underway)	Increased levels of volunteer recruitment in the county.	To be monitored through numbers of people undertaking training	Mar 2012
4.3.2	Hold regular public engagement sessions based on themes	Increased levels of volunteer recruitment in the county.	To be monitored through attendance at events	Mar 2012
4.3.3	Promote young volunteers through education in schools/colleges - intergenerational work - links with Parish councils/ LJC's	Increased levels of volunteer recruitment in the county.	To be monitored through area directors reporting mechanisms	Mar 2012
4.3.4	Promote volunteering as an option for service users	Increase service users independence and reduce demand on day services	Monitored through NI146 numbers of Adults with Learning Disabilities in employment and reduction in day centre usage.	Mar 2012
4.4	The Council will help voluntary groups promote themselves by providing a mechanism for web promotion	Improved publicity for voluntary groups and information provision to public.		
4.4.1	vol sector mechanism for web promotion: links to own organisations, use voluntary sector assembly, use existing links and networks (SDN) Provide a notice board/match making service hosted on the council website to enable voluntary groups to promote their activities. PA's could post availability - directory of PA's (use community directory?)	Improved publicity for voluntary groups and information provision to public.	To be monitored through web traffic data.	Mar 2012
4.5	We will encourage use of and promote VCS Assembly	Better utilisation of the county's large voluntary sector capacity and more joint working between groups; avoid duplication of services/tasks.		

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	Outcome	Progress and Monitoring	Timescales
5.1	The Council will enable and promote the use of personal budgets/ personalisation	Increased choices for individuals promoting better quality of life through increased social opportunities within the community.		
5.1.1	Investigate the potential procurement of an online self service personal budget tool	Enable individuals to take control over their own support and promote greater personal choice	To be monitored through indicator NI130, Average cost of a personal budget.	Mid 2012
5.1.2	Information and advice on personal budgets and personalisation to be made available to all via the website, FPOC and face to face customer service points	Ensure that family members and carers receive support and guidance in relation to personal budgets and personalisation	To be monitored through indicator NI130, Average cost of a personal budget.	Jan 2012
5.1.3	Provide advice and assistance for people planning their future care needs through FPOC	Ensure that individuals have the support they need when they need it	To be monitored through call completion statistics at FPOC	Jan 2012
5.2	Equal and fair charging structures for comparable Council services.	Enable equal and fair charging structures for comparable Council services.		
5.2.1	Paper to go before cabinet	Enable equal and fair charging structures for comparable Council services.	To be monitored through cabinet processes.	Mar 2012
5.2.2	Consultation if approved by cabinet	Enable equal and fair charging structures for comparable Council services.	To be monitored through consultation processes	Spring 2012
5.2.3	Undertake a publicilty exercise if approved by cabinet - Service users, GP's, Parish councils and other non council day servicesetc to be made aware	To ensure those affected by the changes are made aware as quickly and clearly as possible	To be monitored through communications reporting mechanisms.	2012

4.0 Monitoring, evaluation and review

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

'Live Life Your Way'

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If you can read this but know someone who can't, please contact us on 0345 678 9000, so we can provide this information in a more suitable format.