

## SCRUTINY PANEL

14 April 2016

### ADULT SOCIAL CARE STRATEGY LAUNCH FEEDBACK

#### Report of the Director for People

Strategic Aim:	Meeting the health and wellbeing needs of the community	
Exempt Information	No	
Cabinet Member(s) Responsible:	Mr R Clifton, Portfolio Holder for Health and Adult Social Care	
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#### DECISION RECOMMENDATIONS

That the Panel:

1. Notes the content of the report and the feedback received;
2. Comments on additional steps that may be undertaken to further engage stakeholders and raise awareness

#### 1 PURPOSE OF THE REPORT

- 1.1 To provide feedback on the first launch events of the Adult Social Care Strategy 2015-20 and the publicity undertaken thusfar, and to update Scrutiny on the next steps.

#### 2 BACKGROUND AND MAIN CONSIDERATIONS

- 2.1 Rutland County Council's Adult Social Care Strategy 2015-20 was consulted on during 2015, including presentation at Adults and Health Scrutiny on 1<sup>st</sup> October 2015. A number of comments were made during the consultation and these were reflected in the final version, which was approved by Cabinet on 17<sup>th</sup> November 2015.
- 2.2 The Strategy sets out our vision adult social care to 2020, outlining our overall aim to enable and encourage people and communities to live healthier, more independent lives and to do this in a way that means they have to rely on us less. It sets out six goals:

- Enable individuals and families within our community to achieve their full potential and be safe from harm
- Target services at the most vulnerable and those in greatest need
- Integrate services more closely with the Health and Voluntary, Community and Faith (VCF) Sectors in a way that supports independent living
- Be clearer about what individuals, families and our community can expect
- Focus on finding different ways to do things rather than reduce or remove services
- Adopt an early help and prevention approach

2.3 The Strategy sits alongside a number of complementary strategies such as the Better Care Together programme and Rutland's Better Care Fund plan, which are working to integrate social care with health services to help people to remain well and independent for longer.

### **3 LAUNCH EVENTS FOR THE STRATEGY**

3.1 A launch event to present the strategy to key stakeholders was held on the morning of 7<sup>th</sup> March at Oakham Rugby Club. The delegates represented areas from across a broad spectrum of the voluntary and community sectors, together with public sector partners such as the emergency services, prison and health services.

3.2 Invitations were issued to the faith sector, but regrettably were not taken up on this occasion. The sector is an important element of Rutland's community and future engagement plans will include opportunities for further invitations to be issued so as not to unintentionally isolate any of the parishioners. Direct contact will be made with faith leaders so as to ensure the sector is aware of why they are being invited and that their contributions are valued and welcome.

3.3 A similar event took place on the 23<sup>rd</sup> March at the Showground to engage with operational staff from the adult social care workforce, including health colleagues.

3.4 Both events were very well received and welcomed as an opportunity to hear first-hand the vision for Adult Social Care in Rutland. Feedback from 7<sup>th</sup> March is shown as Appendices B & C at the end of this report.

3.5 There was strong positive engagement about both launch events on social media, with updates from the launch events seen in excess of 4,300 times by Twitter users.

### **4 FEEDBACK ON THE STRATEGY**

4.1 Overall the feedback on the Strategy was positive, with stakeholders expressing the benefits of a joined-up approach. The main areas within the Strategy commented on were:

4.1.1 The continuing need for individuals to understand what is available to them and how to access it;

- 4.1.2 The importance of service user choice, and ensuring that inequalities for individuals are reduced;
- 4.1.3 The need to ensure realistic future funding for services to ensure they are maintained and sustainable.
- 4.2 Stakeholders also raised the importance of greater clarity on joined up working and how various organisations can contribute to the overall Strategy. It was noted that some stakeholders felt they did not understand how they could support the delivery of the Strategy.
- 4.2.1 This may be indicative of a misinterpretation that an adult social care strategy relates solely to adult social care, as opposed to being relevant to the integration of health and social care in its broadest sense. Further work is being undertaken across all teams and with partners through the Integration Executive to ensure a consistent understanding and develop understanding and to clarify how joint working supports delivery.

## **5 PUBLICITY**

- 5.1 Information about the Adult Social Care Strategy and the current public consultation around charging for adult social care has been widely distributed through libraries, sports centres and GP practices in the county in addition to being sent directly to current service users. Other examples of outlets requested to hold information are Citizens advice, Healthwatch Rutland, Rutland Memorial Hospital.
- 5.1.1 A set of Frequently Asked Questions (FAQ) are also available on the RCC website (Appendix A)
- 5.2 In addition to the launch events, various publicity has been undertaken to raise awareness of the Strategy:
  - 5.2.1 It has been publicised on the RCC website and through the RCC Twitter account, together with details as to how to obtain a copy or to speak with someone about it.
  - 5.2.2 The Rutland Mercury carried a front page article, with further articles in the Rutland Times and the Leicester Mercury. Their respective websites also carried the article.
  - 5.2.3 Councillor Richard Clifton was interviewed on Rutland Radio about the Strategy and what it means for local people.

## **6 NEXT STEPS**

- 6.1 The events and feedback have highlighted a number of opportunities for further work:
  - 6.1.1 Joined up working with wider professionals who have access to people's homes to help identify those who may be vulnerable and
  - 6.1.2 Continued publicity and awareness raising through local communities, using parish fora, Community Agents and community groups to ensure as wide a reach as possible to potential service users;

- 6.1.3 Direct engagement with the faith sector to identify their role in supporting vulnerable people within the community.
- 6.1.4 Preventative services could be enhanced through effective engagement with the local business sector, helping to identify and potentially support vulnerable people.

## **7 BACKGROUND PAPERS**

- 7.1 Adult Social Care Strategy 2015-20

## **8 APPENDICES**

- 8.1 A: Adult Social Care Strategy FAQ
- 8.2 B: Stakeholder Event 7<sup>th</sup> March 2016 Delegates' Feedback Forms Comments
- 8.3 C: Stakeholder Event 7<sup>th</sup> March 2016 Delegates' Feedback Forms Responses

A Large Print or Braille Version of this Report is available upon request –  
Contact 01572 722577. (18pt)

## **Appendix A. Adult Social Care Strategy FAQ**

### **Adult Social Care Strategy Frequently Asked Questions**

The following FAQ has been produced to help answer any questions you may have about Rutland County Council's new Adult Social Care strategy:

#### **What is Adult Social Care?**

Adult social care services provide help and support for some of the most vulnerable people in our community – those with needs arising from illness, disability, old age or hardship.

#### **Who is responsible for providing this care in Rutland?**

Adult Social Care is provided by a range of public, private and voluntary sector organisations, as well as individual carers. Rutland County Council has overall responsibility for ensuring the needs of adults living in the County are met. This responsibility became a legal requirement following the introduction of the Government's Care Act 2014.

#### **What is the Council's new Adult Social Care Strategy?**

The Strategy is a document that sets out our ambitions for social care for the next five years – right up to 2020. It also sits alongside a number of complementary strategies such as the Better Care Together programme and Rutland's Better Care Fund plan, which are working to integrate social care with health services to help people to remain well and independent for longer.

#### **Why do we need a strategy?**

As our population grows older and young people with disabilities live longer, there will be additional challenges to keeping Rutland a healthy place to live.

By 2033 the total population of Rutland is expected to reach 46.4 thousand – an increase of almost 22% from 2008. The greatest change will be in the over 65 age bracket and in future years more than a third of our population will fall into this category. Around 1,700 people aged over 75 in Rutland were predicted to live alone in 2010 but this number is expected to rise to 3,800 by 2030. Furthermore, the total number of people aged 65 and over who have a significant health problem is predicted to double between 2010 and 2030.

Rutland's population at the recent 2011 Census was 37,369. Further statistical data for Rutland can be found online at: [http://www.rutland.gov.uk/council\\_and\\_democracy/statistics\\_and\\_census\\_informat.aspx](http://www.rutland.gov.uk/council_and_democracy/statistics_and_census_informat.aspx) All of this means we need a radical shift in the way we deliver Adult Social Care in Rutland and a refocusing of available resources.

#### **How has this strategy been produced?**

The Strategy follows on from the Council's People First Review – a wide-reaching consultation which took place in April 2014 to help us plan for:

- Demographic pressures posed by an ageing population with a high incidence of dementia
- Major changes in national policy with the introduction of the Care Act 2014
- An unprecedented financial environment in which the Council needs to deliver significant savings
- The need for a collaborative approach with health partners, to develop more seamless care and support

The review recommended a way forward for services that would meet the needs of individuals, families and our communities and has helped form the basis of the new Adult Social Care Strategy.

#### **What is going to change as a result of this?**

Our overriding aim is to enable and encourage people and communities to live healthier, more independent lives and to do this in a way that means they have to rely on us less. Our goal is to:

- Enable individuals and families within our community to achieve their full potential and be safe from harm
- Target services at the most vulnerable and those in greatest need

- Integrate services more closely with the Health and Voluntary, Community and Faith (VCF) Sectors in a way that supports independent living
- Be clearer about what individuals, families and our community can expect
- Focus on finding different ways to do things rather than reduce or remove services
- Adopt an early help and prevention approach

#### **When will these changes be introduced?**

Work is already taking place to make sure people in Rutland receive the right care, in the right place, at the right time. This will continue over the next five years as we look to introduce further changes that will help people lead healthy, independent lives and make services more sustainable for the future.

#### **Who will this affect?**

Even if you are young and healthy now you may need these services in future so this strategy affects the vast majority of adults living in Rutland. It also affects carers, individual service users and various partner organisations. To make sure services are sustainable we are looking to work more closely and effectively with partners in the health, voluntary, community and faith sectors, while we also aim to change the way that we commission services to meet specific needs.

#### **Why has the Council increased council tax to fund Adult Social Care?**

Social care services are some of the most important services we provide and take up an increasingly large proportion of our overall budget. While the number of people in Rutland who rely on us for care is increasing as our population grows and elderly people live longer, Central Government has made major cuts to the funding it gives local Councils. Instead, the Government has as given Unitary Councils like Rutland the power to increase council tax by 3.99% in each of the next four years and assumes we will act accordingly to close this funding gap and pay for local services.

## Appendix B. Adult Social Care Strategy 2015-2020 Stakeholder Event 7<sup>th</sup> March 2016 Delegates' Feedback

1	I like the new way of working strategy going forwards. A holistic approach will surely benefit the community as a whole
2	Good mix of organisations represented
4	Plenty of services available but people need to know where to get it Info needs to be given out at the right time and not randomly – not just info for info sake Health can = negative for many – being told what can and cannot do – need to use wellbeing more – might get better buy in 😊
5	We cannot fault the service we have had from the Council for our son following his stroke
8	It was interesting to hear other sectors views on all that we covered this morning
9	Very useful information morning. Thank you.
10	We had a wide variety of sectors represented on our table. I think it would be beneficial in the future to discuss solutions by sector e.g. care homes, home care, voluntary sector etc.
11	It would have been nice to have completed some focus groups prior to this event and shared the headlines. This could have provided additional (and very relevant) information to focus the table discussions. It wasn't clear how RCC would work with other stakeholders, which is why I scored neither agree nor disagree, i.e. / NHS England, CCGs, PHE and Health and Wellbeing board
12	Consideration given to the knowledge that is already there, the skill set of the organisations already delivering the services.
13	Important to emphasise health and <u>wellbeing</u> to help people understand the broader implications of strategy. Keep the group engaged as part of communication
16	Great event with a variety of partners. Hope to have a follow up in the future
18	Great networking event and community engagement and detailed discussions on tables was informative. Overall, session was well structured, informal and enjoyable. Thank you.
20	Excellent morning looking at the needs of local communities. For planning – should have users having their say in what they want – but needs to be targeted at people who will access services – to deal with inequalities. Consider how this strategy will be applied to deal with health inequalities and ageing population within prison health
21	A well organised event with some useful recommendations made for the benefit of our community
22	Useful to be informed and involved. The proof of effectiveness will be in the breaking down of barriers between service providers to ensure the service user knows that providers understand the full spectrum of services that are available, and/or they know where to go for information (team/individual provision)
24	Ensure future funding is realistic that services can achieve the goals
27	Well run
28	The value of volunteering for all ages is paramount to well-being. This is especially so for the elderly and newcomers to any community. Loneliness is a vital element in needing social care. All future consultations would value from input from Parish Councils, Churches (all denominations) community shops and other community groups
29	Please don't overload voluntary groups – 'signposting' is too easy it needs to be used with caution and consideration of whoever the client is signposted to. Working together does work! E.g. parking directorate accommodating the needs of the voluntary group
30	Vital to establish a more level playing field across the wider partnership in tackling these issues. How do we do that?
33	Always remember there are still some people with Learning Disabilities who will benefit from support in a residential type setting. Our intentional community is different from typical residential care
35	Excellent speakers. Engaging. Good interaction/delegate participation

## Appendix C. Adult Social Care Strategy 2015-2020 Stakeholder Event 7<sup>th</sup> March 2016 Delegates' Feedback Form Responses

46 people received a feedback form. 35 completed and returned on the day

	Strongly Agree (a)	Agree (b)	Neither (c)	Disagree (d)	Strongly disagree(e)
This event has helped me to understand the Council's new Adult Social Care Strategy	6	27	2		
I have a clear understanding of what the Council hopes to achieve with this new plan	8	22	5		
It is clear why a new strategy is needed and why this is important	13	19	3		
This strategy is right for Rutland and will meet the health and well-being needs of our community	5	22	8		
I understand how I can help to support the delivery of this plan	3	25	7	1	
I would like to be involved in future development work	14	18	2		1
My expectations of today have been met	4	28	3		

The respondent who would not like to be involved in future development work is 'Parent'

The respondent who does not understand how they can help to support the delivery of this plan is from ELR CCG

### Areas represented

Active Rutland, Age UK Leics, Alzheimer's Society, Barchester Healthcare, Barleythorpe Parish Council, Barrowden Parish Council, Bluebird Care, British Red Cross, Carers UK / OHCR, Cathedral Home Care; Rutland Citizens Advice, ELR CCG, Healthwatch Rutland, Home Straight Home Care, Leics Fire & Rescue Service, Lodge Trust, LPT, NHS/Prison Healthcare, Oakham Drop-in Centre, Parent, PoHWER, Police, Prime Life (Rutland Care Village), Public Health, RCC Adult Learning & Skills, RCC ASC, RCC Contracts, RCC Finance, RCC Housing, Royal British Legion & 'Hear For You' emotional support & wellbeing, Rutland Access, Sailability, Service user, Spire, VISTA