

Report to: **Adult Social Care Scrutiny Committee**

Date: **10 June 2010**

By: **Director of Adult Social Care**

Title: **Putting People First – Choice, Market Development and Engagement**

Purpose of Report: **To update the committee on progress and next steps with the Choice, Market Development and Engagement elements of the Putting People First Programme in East Sussex**

RECOMMENDATION

The Adult Social Care Scrutiny Committee is recommended to consider and comment on the progress to date and next steps described in the presentation

1. Financial Appraisal

1.1 Department of Health funds have been provided nationally to support the Putting People First (PPF) change programme through a Social Care Reform Grant. The SCRG allocation to East Sussex is: £0.861m in 2008/9; £2.021m in 2009/10; and £2.502m in 2010/11. An indicative budget was provided to Lead Member in November 2008.

1.2 The development work costs for Choice, Market Development and Engagement and the costs for other active projects in the PPF Programme will be managed within the Social Care Reform Grant [SCRG]. The PPF Programme Board will review SCRG expenditure as the Programme is now in the final year to inform the ASC business planning process for 2010/11.

2. Background and supporting information

2.1 The PPF Programme in East Sussex is divided up into three streams of work to secure the transformation needed across the Department to deliver Self Directed Support and Personalisation. The three workstreams are:

- Access and Self Directed Support
- Business Systems, Processes and Information
- Choice, Market Development and Engagement

2.1 The PPF Programme is working to the five milestones set down by the Department of Health, ADASS and the LGA to help Local Authorities make significant progress with Transforming Adult Social Care by April 2011. The attached presentation provides an update on progress being made with the following milestones¹ by the Choice, Market Development and Engagement Workstream within the PPF Programme:

Milestone 2: Self Directed Support and Personal Budgets – in addition to the system change required to offer an upfront indicative Personal Budgets (the subject of a previous report to ASC Scrutiny), citizens should be able to easily find and choose quality support and control when and where services are provided and by whom, including mixing directly purchased and council arranged services.

Milestone 4: Information and advice – a single coherent strategy allowing all citizens to easily find relevant information and advice about their care and support needs to enable control and inform choice.

¹ These descriptions are paraphrased from the National Putting People First Social Care Consortium Milestone Self Improvement Framework which accompanies the key priorities for Transforming Adult Social Care between 2010 – 2011. The milestones have been set out jointly by ADASS, DH and LGA, and help Local Authorities plan for reaching the milestones, and as such they are not intended to be prescriptive.

Milestone 5: Local Commissioning – ensuring a diverse and high quality market in care and support services, including the emergence of User-led initiatives and a much wider range and scale of services in a market that is increasingly populated by individual purchasers.

3. Current status

3.1 The attached presentation outlines progress and next steps in the key areas of work being undertaken and/or coordinated by the Choice, Market Development and Engagement Workstream. These are key projects that will provide the infrastructure to make Self Directed Support, Choice and Control a reality for people eligible for Council funding and other citizens who require care and support. The presentation covers:

- Independent Advocacy Services
- Support With Confidence Scheme (in conjunction with Trading Standards)
- Support Planning and Brokerage with the external market
- Information and Advice for all
- Information and Advice for Self Directed Support
- Market development and personalising services

4. Conclusion and recommendations

4.1 Scrutiny Committee are recommended to consider and comment on the progress to date and next steps described in the presentation.

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Director of Adult Social Care

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Tel. No. 01273 482036

Local Members: All

Background Documents: None

Putting People First

Choice, Market Development and Engagement

Progress update and next steps

East Sussex
County Council



This presentation:

- Building blocks for Self Directed Support – progress with specific projects
 - Independent Advocacy Services
 - Support with Confidence Scheme
 - Support Planning and Brokerage with the external market
 - Access to information and web-based developments
- Market Development and Provider Engagement to extend the range of choice and personalise services

Building Blocks for Self Directed Support

- **Self Directed Support Pathway.....+**
- Independent Advocacy Services.....+
- Support With Confidence.....+
- Support Planning and Brokerage.....+
- Information and advice.....+

= Self Directed Support; Choice and Control

Independent Advocacy

- From pilots into a comprehensive service contract by July 2010, covering older people, disabled people, carers, non-statutory issues for people with MH problems (existing contract for Learning Disabilities)
- Safeguarding and complaints
- Issues arising from assessments and RAS
- Helping service users and carers speak up if there are difficulties
- Specific objectives for travellers, BME people, people whose first language isn't English

Support With Confidence

Support With Confidence

A new scheme to approve local providers of care and support services

Changing Social Care for Adults information for applicants



Support with Confidence



What is Support With Confidence?

Social Care for Adults is changing – people will have more choice and control about how to get care and support to meet their needs. Support With Confidence gives people who need social care and support services information about approved service providers. It covers providers who are not registered with the Care Quality Commission. The scheme will be available to everyone who needs care, whether they are eligible for financial assistance from Adult Social Care or not. It's an extension of the Buy With Confidence scheme, and is a joint initiative from Trading Standards and Adult Social Care at East Sussex County Council.

Support with Confidence will include the following services:

- personal assistants
- support brokers
- cleaning and household services,
- shopping services,
- meals and cooking at home,
- providers of daytime opportunities
- Community & mobility equipment and adaptation services
- handymen, home repair and maintenance,
- gardeners,
- taxi/transport services,
- pet services, and

- any other care and support services provided to people in their own homes.

What are the benefits?

- Relevant training
- Promoted by East Sussex County Council as approved support providers
- Via Social Care Direct
- Trading Standards
- Other relevant agencies
- On the East Sussex County Council website
- Separate logo to BWC i.e. for members that wish to apply – double recognition

What do I need to do to sign up?

To become a member you'll be:

- background checked, including an enhanced CRB
- compliant with Trading Standards legislation (as appropriate)
- asked to take up references
- asked to attend training prior to membership, if required
- asked to sign up to a Code of Conduct

To find out more, please contact the Support With Confidence team on: 01323 463440 or e: supportwithconfidence@eastsussex.gov.uk

Support With Confidence

- Unregulated service provision
 - Small to medium sized businesses
 - Sole traders
 - Personal Assistants
- Vetting – quality and safety
- Accessible to self-funders
- Tool for care managers, brokers, service users, carers, families and friends

Support With Confidence

- Launched to providers in April 2010
- Public launch in October 2010
- Four drop-in sessions held for local businesses
- 60 enquiries have been received and application forms sent.
- 10 applications have been completed and returned

Support Planning and Brokerage

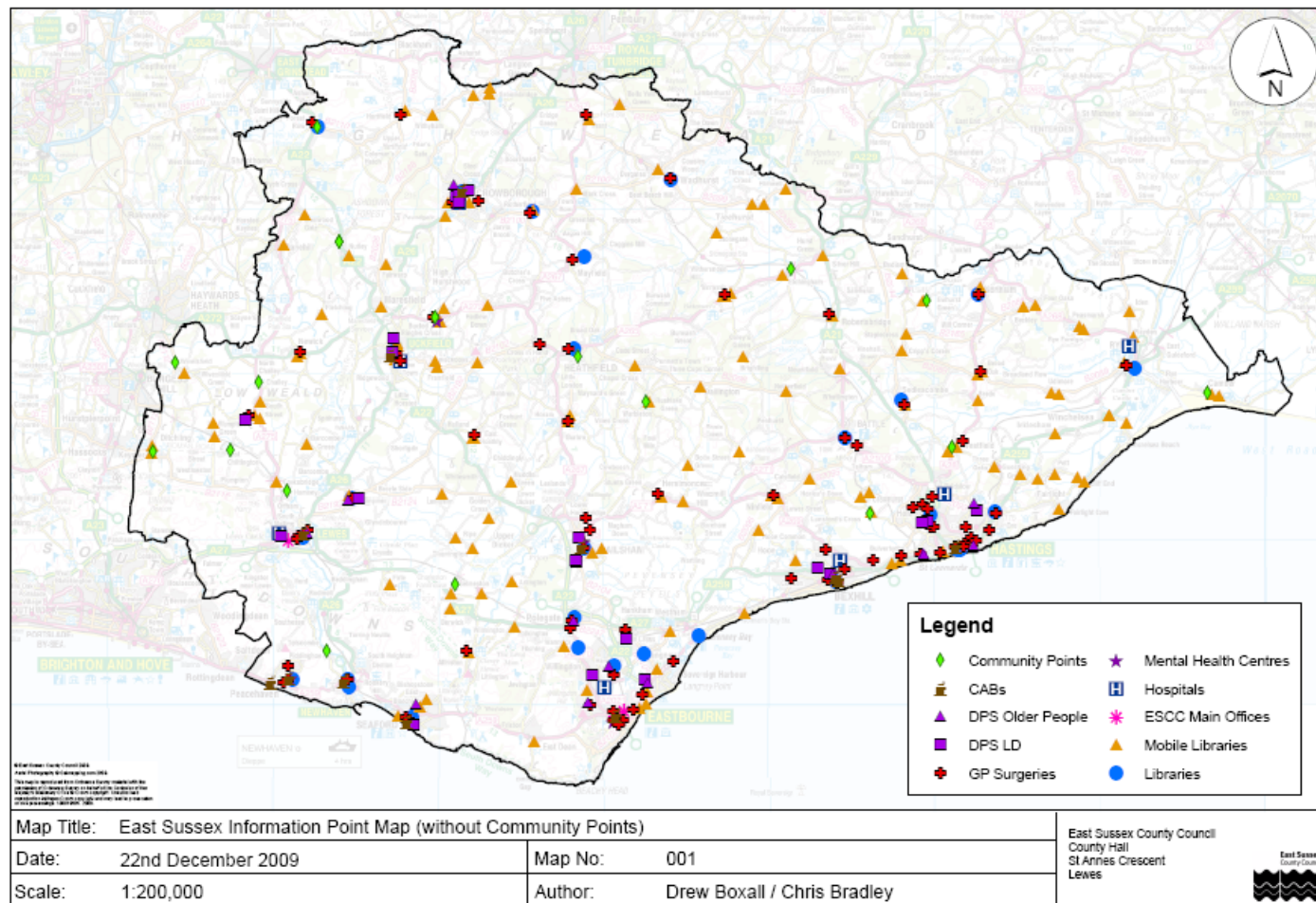
- Learning project in 2010/11
- Test out different models of delivery
 - Offering choice – framework of approved providers
 - Role of User led Organisations & peer support
 - Community-level support and services
- Understand outcomes, costs, time
- Accent on partnership between ASC and other organisations, and co-ordination role of care manager who retains accountability

Information and Advice for all

- Joint Access to Information Project
Improvements in three key areas:
 - Distribution of hard copy health and social care information
 - Improvements to web-based health and social care information and the links between them
 - Awareness of health and social care information sources and how to access them

From May:

- 250 locations stock hard copy health and social care information.
- Third parties will maintain document levels at 150 locations and make sure out of date information is removed.
- Specific health and social care displays will separate the documentation.



- Training is available to raise awareness of documents uses and additional information sources.
- The basic information needed to access services will be readily available.

Six versions of the “Roadmap” signposting document have been developed

- Credit card sized
- A5 Flier
- A4/A3 posters (same design)
- A3 version for Parish Councils – with space for own details

NHS Direct – 0845 46 47
Open 24 hours a day, 7 days a week
Or visit NHS Choices at www.nhs.uk

Adult Social Care Direct – 0345 60 80 191
Monday to Friday 8.30am to 5pm
Out of office hours 07699 391462
www.eastsussex.gov.uk/socialcarehealth

Family Information Service – 0345 60 80 192
Monday to Friday 9am to 5pm
www.eastsussex.gov.uk/childrenandfamilies
www.eastsussex.gov.uk/educationandlearning

We're here if you need us

NHS East Sussex County Council

Call NHS Direct – 0845 46 47
Or visit NHS choices at www.nhs.uk for online health advice
The NHS offers a wide range of help, advice, information and support for any health needs you may have. You can contact NHS Direct 24 hours a day, 7 days a week, to talk to a specially trained nurse or health information specialist.
☒ Textphone: 0845 60 64 67

Adult Social Care Direct – 0345 60 80 191
☒ www.eastsussex.gov.uk/socialcarehealth
Adult Social Care offers a range of support and advice for adults to help you live as independently as possible. Monday to Friday, 8.30am to 5pm or out of hours call the Emergency Duty Team on 07699 391462.
☒ Textphone – 18001 0345 60 80 191
☒ Mobile SMS text: 07797 878 111
✉ Email: socialcaredirect@eastsussex.gov.uk

Family Information Service – 0345 60 80 192
☒ www.eastsussex.gov.uk/childrenandfamilies
☒ www.eastsussex.gov.uk/educationandlearning
For information on childcare, parenting and family support, leisure activities, schools and services for children and young people throughout East Sussex. Monday to Friday 9am to 5pm.
✉ Email: childrenservices@eastsussex.gov.uk

Sussex Mental Healthline (support and information) – 0300 50 00 101
☒ www.sussexpartnership.nhs.uk/public/healthline
The Sussex Mental Healthline provides mental health advice and support to anyone living or working in Sussex. It has been developed with people who use mental health services. Monday to Friday 9am to 5pm, and 24 hours at weekends and bank holidays.

Your local borough or district council can also help with questions you may have about housing issues and other subjects.

Lewes District	01273 484001
Wealden District	01323 443322 or 01892 653311
Eastbourne Borough	01323 410000
Hastings Borough	01424 451066
Rother District	01424 787000

We're here if you need us

You can call the telephone numbers below to get help and advice on local health and care services.

Adult Social Care Direct – 0345 60 80 191
☒ www.eastsussex.gov.uk/socialcarehealth
☒ Textphone: 1800 1034560 80 191
☒ Mobile SMS text: 07797 878 111
☒ socialcaredirect@eastsussex.gov.uk
Monday to Friday 8.30am to 5pm
Out of office hours Emergency Duty Team 07699 391462

NHS Direct – 0845 46 47
Visit NHS choices at www.nhs.uk
☒ Textphone: 0845 606467
24 hours a day, 7 days a week

Family Information Service – 0345 60 80 192
☒ www.eastsussex.gov.uk/childrenandfamilies
☒ www.eastsussex.gov.uk/educationandlearning
☒ familyinformation@eastsussex.gov.uk
Monday to Friday 9am to 5pm

Sussex Mental Healthline – 0300 50 00 101
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Monday to Friday 9am to 5pm
24 hours at weekends and bank holidays

NHS East Sussex County Council

Roadmap will be displayed in over 500 locations and sent to every home in ‘Your County’.

Information and advice for SDS

- Online Resource directory – a web-based ‘one-stop shop’ or information hub for health and social care
- Online public market place
- A tool for:
 - Social Care Direct
 - Care Managers and brokers
 - Carers, friends and family members
 - Self funders and people with ASC Personal Budgets
- Gaps in services and other management information

Developing a web-based resource: feasibility study

- Where do we need to be by April 2011?
- What will be useful and manageable organisationally?
- Feasibility study to support decision-making
 - Internal development through ESCC website?
 - Buy external product?
 - Training and roll out requirements?

Market development

- Commissioning projects to deliver transformation
- Homecare tender
 - New framework offering more choice from October 2010
- Modernising Day Opportunities
 - Working with the voluntary sector to develop the market
 - Non-buildings based options
- Residential to supported accommodation
 - People with Learning Disabilities
 - People with Mental Health Problems

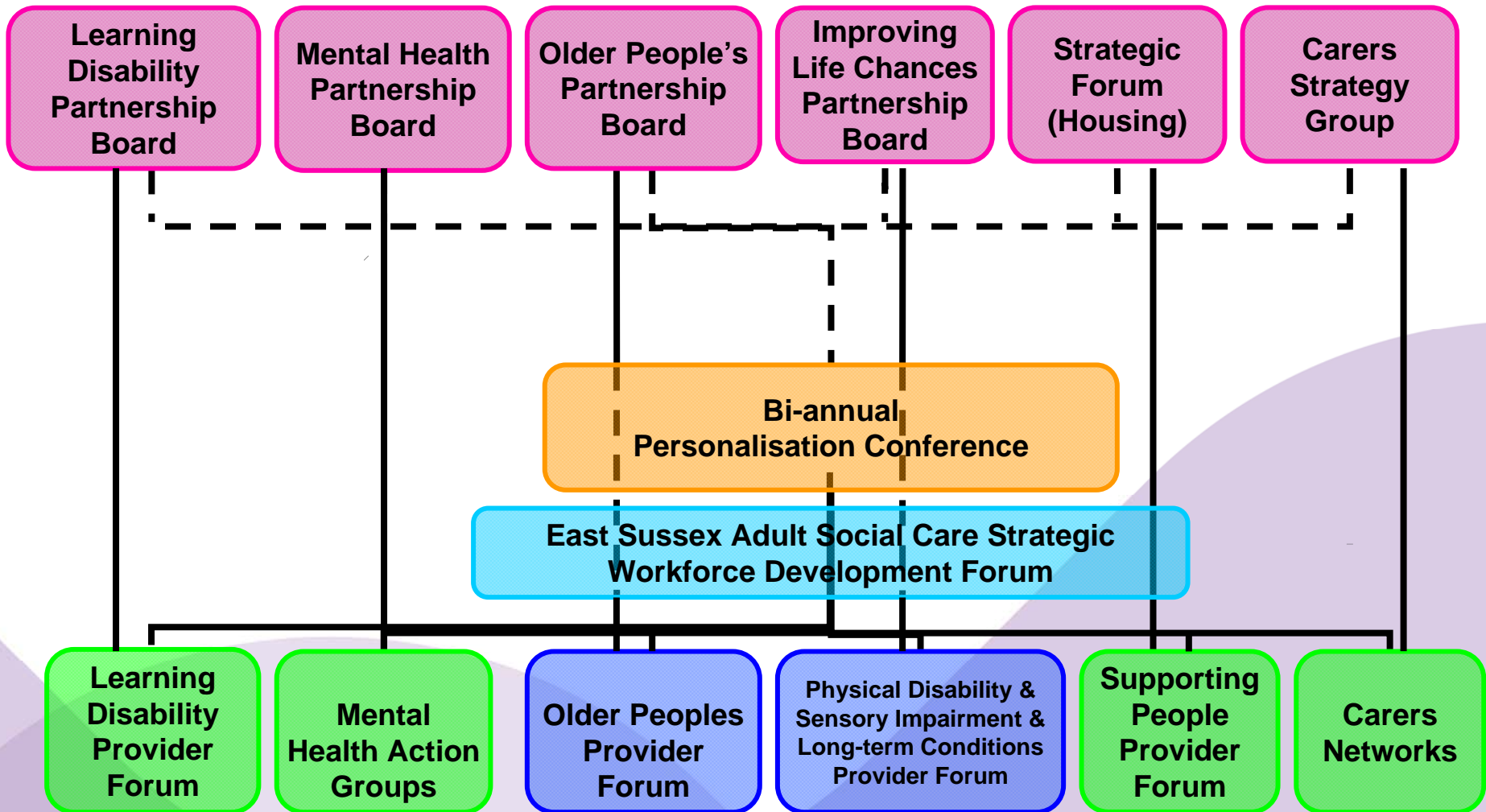
Market Development

- User Led Organisations (ULO)s
 - Toolkit for local organisations, developed in partnership and published by end of June 2010
 - Disabled consultants as mentors and champions
- Redesigning commissioning with the Third Sector
 - Links together ULOs, social capital and service delivery outcomes
- Micro-enterprise market development
 - Focussed work to attract niche and specialist providers into the social care market & supporting and promoting their development

Personalising services

- New consultation programme with providers; baseline of 59 responses in October 2009
- Regular Personalisation Bulletin for providers now goes to 1500 contacts
- Provider section on the East Sussex PPF website
- New provider forums; 100 providers connected into targeted commissioning meetings aimed at sharing market intelligence and good practice models, market and work force development, operational issues
- Personalisation conference – July 2008
- Innovation and good practice: Outcomes-based commissioning, Individual Service Funds, Mini-Service Tenders

Working with service providers to shape and develop the market - draft structure



CMDE Workstream

- Vicky Smith – Workstream Manager
- Angela Yphantides – PPF Third Sector Development Manager
- Bianca Byrne – CMDE Project Manager
- CMDE Steering Group – Strategy & Commissioning Management Team, cross-ASC representation, PPF SDS representation
- Project Teams – Operations, Procurement, Trading Standards, independent and voluntary organisations, service users and carers

Thank you

- Vicky Smith
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Development and Engagement
Putting People First Programme Team
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telephone: 01273 482036

www.eastsussex.gov.uk/socialcare/