

By: Graham Gibbens, Cabinet Member for Adult Social Services  
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To: County Council – 1 April 2010

Subject: Active Lives Now: The Future of Adult Social Care in Kent 2010-2013

Classification: Unrestricted

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Summary: Presenting Kent Adult Social Services' new three year strategy- Active Lives Now that sets out how we will begin to make the vision described in Active Lives into reality.

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## **Background**

1. (1) Since 2000, Kent County Council has had a rolling ten-year vision of how Adult Social Services will develop. 'Active Lives' underpins the work of Kent Adult Social Services and the personalisation agenda. The vision was revised in 2006/7 so that the KASS Directorate had a fresh vision, developed following full consultation and produced by an informed panel of service users and carers. The Directorate has been implementing the vision and in 2008/9 restructured in order to deliver self directed support and personal budgets.

(2) The key drivers have been:

- a. The National Agenda of transforming adult social care, with personalisation and choice at the heart of this agenda. This has been supported by the Social Care Reform Grant.
- b. Our own local vision for transformation- Active Lives for Adults and the delivery of self directed support.
- c. KASS facing significant increases in demand for services balanced against increased public expectation that services should meet needs based upon the individual, giving them choice and control.
- d. The recession and indications that public sector funding would be reduced.

(3) In light of these challenges Cabinet asked the Directorate to produce a three year strategy that would focus on how we were going to deliver the priorities set out in Active Lives during this time. This would set Active Lives within the developing national and local context and clarify the Directorate's priorities in a time of reducing public expenditure and resources.

## **Developing the Strategy**

2. (1) The strategy has been co-produced by members of the public, service users and carers, staff and management teams. The strategy was developed from:

- a. The views of members of the public who were invited to an event in July 2009 to talk about their priorities. A small editorial board of users and carers then met together to comment on earlier draft versions.

- b. Latest National guidance and policy including the Green Paper on the Future of Social Care and Kent's response encapsulated in the Kent proposition and the implementation of the national monitoring process through the Milestones Measures<sup>1</sup>. In order to support the process of change the Association of Directors of Adult Social Services and the Local Government Association have worked in partnership with the Department of Health and other key stakeholders (including the Care Quality Commission - CQC) to establish a set of national milestones against which we can judge progress.
- c. KASS' transformation agenda: Active Lives for Adults (ALfA) is made up of a number of projects and programmes including the Good Day Programme, Whole Systems Demonstrator Programme, Older People's Modernisation and the Self Directed Support Project. It is delivering a structure that supports people to develop their own personalised solutions through an increasingly responsive market place.
- d. Relevant research, evaluations and performance outcomes, including areas identified with Care Quality Commission for further action, Joint Strategic Needs Assessment, health inequalities strategy and demographic and population forecasts.

### **Next Steps**

3. (1) Following the draft document being debated at County Council it will be subject to further consultation and discussion, with a view to the Strategy being finalised in the Autumn.

(2) Once the Strategy has been signed off an easy read executive summary will be produced. The Strategy will be reviewed annually and we will report our progress to Members, service users and carers.

### **Recommendation**

4. (1) County Council is asked to COMMENT on the draft strategy attached separately to the papers.

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<sup>1</sup>Putting People First: Progress Measures for the Delivery of Transforming Adult Social Care Services Sept 2009