

**From:** Clair Bell, Cabinet Member for Adult Social Care and Public Health  
Richard Smith, Corporate Director Adult Social Care and Health

**To:** Adult Social Care Cabinet Committee – 1 December 2021

**Subject:** **MAKING A DIFFERENCE EVERY DAY – OUR STRATEGY FOR ADULT SOCIAL CARE IN KENT 2022 TO 2027**

**Decision Number:** 21/00091

**Classification:** Unrestricted

**Past Pathway of report:** Making a Difference Every Day Programme Board – 27 November 2021  
Adult Social Care Cabinet Committee – 22 June and 29 September 2021

**Future Pathway of report:** Cabinet Member Decision

**Electoral Division:** All

**Summary:** This report informs Members of the outcome of the consultation on the draft 'Making A Difference Every Day – Our Strategy for Adult Social in Kent 2022 to 2027'. The strategy has been updated to reflect the outcome of the consultation.

**Recommendation:** The Adult Social Care Cabinet Committee is asked to **CONSIDER** and **ENDORSE** or make **RECOMMENDATIONS** to the Cabinet Member for Adult Social Care and Public Health on the proposed decision (attached as Appendix 1) to:

- a) **ADOPT** the Making A Difference Every Day – Our Strategy for Adult Social in Kent 2022 to 2027';
- b) **DELEGATE** authority to the Corporate Director Adult Social Care and Health to refresh and/or make revisions as appropriate during the lifetime of the strategy; and
- c) **DELEGATE** authority to the Corporate Director Adult Social Care and Health to take relevant actions, including but not limited to finalising the terms of and entering into required contract or other legal agreements, as necessary to implement the objectives of the strategy.

## 1. Introduction and background

- 1.1 The Adult Social Care core purpose and the strategic direction is described in the draft '*Making A Difference Every Day – Our Strategy for Adult Social Care in Kent 2022 to 2027*'. Cabinet Committee considered previous papers on the

development of a new Adult Social Care Strategy on 22 June 2021, and a consultation report on 29 September 2021.

- 1.2 There is a need for a new strategy for adult social care to be developed as the existing '[Your Life, Your Wellbeing](#)' strategy will expire at the end of 2021.
- 1.3 Due to a decade of difficult financial pressures on the council's budget and the huge social, economic and public service delivery impact of the Covid-19 pandemic, the operating environment has fundamentally changed. A new strategy must be developed that is in line with the council's corporate objectives and guided by the principles of the Care Act 2014.
- 1.4 The Interim Strategic Plan which sets out the action KCC will prioritise was approved by County Council in December 2020 and work is in progress to develop a new Five-Year Plan as KCC's Strategic Statement and the Adult Social Care Strategy objectives will contribute towards achievement of the outcomes that will be set out in the Strategic Statement.
- 1.5 The draft 'Making A Difference Every Day- our strategy for Adult Social Care in Kent 2022 to 2027 (attached as Appendix A) has been developed to set out the strategic direction for, and help to enable delivery of, adult social care services over the next five years in Kent.
- 1.6 The work of the Adult Social Care and Health Directorate takes place in a rapidly changing world, where people we support have increased expectations in terms of access, quality of services and the outcomes that matter to them. As a result, we plan to publish a new strategy that describes our strategic direction, vision and the core principles, which provide a foundation for how we work in practice. It is intended to be a high-level plan that unifies the approach across our workforce to deliver more person-centred, flexible and responsive support. The strategy will help us to articulate this to Kent residents.

## **2. Consultation process and outcome**

- 2.1 The strategy which has been subject to consultation, and it has been designed to explain in plain English, and in an engaging way, the overall draft vision, the idea of three core principles (putting the person first, improving all the time and measuring what matters) and new ways of working model, which keeps the person at the heart of everything we do and will help us continuously improve the services we offer. Together, these describe our 'Making a Difference Every Day' approach to helping the person we support, and carers achieve the outcomes they see as most important. The consultation on the strategy opened on 18 September 2021 and it closed on 24 October 2021.
- 2.2 The consultation process identified the main stakeholders with interest in the strategy, and this included people supported by the service, carers, Kent County Council (KCC) staff, KCC Members, voluntary sector organisations, Healthwatch, NHS trusts, Kent and Medway Clinical Commissioning Group, and social care providers, as well as the public. Full details of the consultation

process and responses are included in the Adult Social Care Strategy Engagement and Consultation Outcome Report (Appendix B).

- 2.3 In the pre-consultation and engagement period, we involved several groups; people we support, members of the public, carers, our staff, county councillors, and partners to co-produce this strategy. As a result, the draft strategy has benefited from many different perspectives in its creation even prior to going out to consultation. Both the learned experiences of our staff, and the lived experiences of the people we support, carers and partner organisations have been discussed and have shaped the core document. It should be noted that findings from the consultation on the Carers Strategy and its related aims will also contribute to the delivery of the Making a Difference Every Day Strategy.
- 2.4 It is important to note that the revised draft strategy addresses all the main issues from the consultation responses. The revised strategy emphasises the role of preventative services, the necessity for KCC to comply with its statutory obligations and contribute to the priorities of members and also includes information as to how the strategy will be implemented through a number of delivery plans, including the Carers Strategy.

### **3. Financial Implications**

- 3.1 The implementation of the new strategy will be taken forward based on the budget allocation to the Adult Social Care and Health Directorate. Service delivery arising from this strategy for future years will be determined by the approved budget and the Medium Term and Financial Plan requirements.

### **4. Legal Implications**

- 4.1 The implementation of the strategy will be in line with Kent County Council's adult social care responsibilities, set out in relevant legislation such as the Care Act 2014, the Mental Capacity Act 2005 and the Mental Health Act 1983.

### **5. Equalities implications**

- 5.1 As part of the planning process for the strategy development work, an initial equalities impact assessment was developed. This has subsequently been updated and is attached as Appendix C.
- 5.2 Comments were made as part of the response to the consultation which have implications for practice and delivery of services. It is intended that these comments would be taken on board and acted on.

### **6. Conclusion and next steps**

- 6.1 There is a need for a new strategy for adult social care to be developed as the existing [‘Your Life, Your Wellbeing’](#) strategy will expire at the end of 2021.
- 6.2 The draft ‘Making A Difference Every Day- our strategy for Adult Social Care in Kent 2022 to 2027, has been developed to set out the strategic direction for,

and help to enable delivery of, adult social care services over the next five years in Kent.

- 6.3 A formal launch of the strategy is planned to take place. The various delivery plans and activities which have been started to support the implementation of the ambitions and the objectives of the strategy will be monitored, and their progress measured against the high-level outcomes described in the strategy. Reporting on progress towards the goals of the strategy will form part of the routine cycle of reporting to Members.

## 7. Recommendations

7.1 Recommendations: The Adult Social Care Cabinet Committee is asked to **CONSIDER** and **ENDORSE** or make **RECOMMENDATIONS** to the Cabinet Member for Adult Social Care and Public Health on the proposed decision (attached as Appendix 1) to:

- a) **ADOPT** the Making a Difference Every Day – Our Strategy for Adult Social in Kent 2022 to 2027’;
- b) **DELEGATE** authority to the Corporate Director Adult Social Care and Health to refresh and/or make revisions as appropriate during the lifetime of the strategy; and
- c) **DELEGATE** authority to the Corporate Director Adult Social Care and Health to take relevant actions, including but not limited to finalising the terms of and entering into required contract or other legal agreements, as necessary to implement the objectives of the strategy.

## 8. Background Documents

None

## 9. Report Authors

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