

# KENT COUNTY COUNCIL – RECORD OF DECISION

**DECISION TAKEN BY:**

Clair Bell, Cabinet Member for Adult Social Care and Public Health

**DECISION NO:**

21/00091

For publication

Key decision: YES

**Title of Decision: MAKING A DIFFERENCE EVERY DAY – OUR STRATEGY FOR ADULT SOCIAL CARE IN KENT 2022 to 2027**

**Decision:** As Cabinet Member for Adult Social Care and Public Health, I agree 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.

**Reason(s) for decision:** There is a need for a new strategy for adult social care to be developed as the existing [‘Your Life, Your Wellbeing’](#) strategy expired at the end of 2021.

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.

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.

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.

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.

The strategy which has been subject to consultation 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.

**Financial Implications:** 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 (MTFP) requirements.

**Legal Implications:** 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, Mental Capacity Act 2005 and the Mental Health Act 1983.

**Equalities implications:** As part of the planning process for the strategy development work, an initial equalities impact assessment was developed. 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. The EQIA has been updated and a final version has been prepared to support the proposed decision.

**Cabinet Committee recommendations and other consultation:** The proposed decision was discussed at the Adult Social Care Cabinet Committee on 1 December 2021 and the recommendations were endorsed.

Pre-consultation engagement activity that informed the draft strategy took place from September 2020 to August 2021. In addition to the engagement activity, links were established with colleagues and partners carrying out any similar engagement activity with any key stakeholder groups to understand the views and perceptions of people accessing similar support such as learning disability and autism services, carers support services, mental health services and older people's services.

137 attendees attended pre-consultation engagement/co-production workshops. Attendees were made up of people with lived experience of adult social care, carers, family members, voluntary, community and provider organisation representatives.

The public consultation on the draft strategy ran from 13 September to 24 October 2021 and was promoted in the following ways - promotion of the consultation via a paid and organic social media campaign, direct emails and reminders to our social care stakeholder contact databases, regular staff communications and provider communications via our bulletins, intranet and updates, press release distributed to media outlets, Kent County Council Residents' Newsletter, posters and flyers in KCC libraries and advertising on digital screens,

In addition, two organisations took up the offer of a virtual consultation workshop with their community groups; a standalone consultation workshop with self-advocates with a learning disability or Autism and carers was conducted; and a standalone consultation workshop people with lived experience of mental health support services was carried out.

**Any alternatives considered and rejected:** The existing strategy expired at the end of 2021, as a result a new strategy for adult social care is required.

**Any interest declared when the decision was taken and any dispensation granted by the Proper Officer:** None

Clair Bell

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signed

20 April 2022

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date