

By: Graham Gibbens - Cabinet Member, Adult Social Services
Oliver Mills – Managing Director, Kent Adult Social Services

To: Adult Social Services Policy Overview & Scrutiny Committee –
21 September 2010

Subject: **KENT ADULT SOCIAL SERVICES – PUBLIC INVOLVEMENT
AND CONSULTATIONS REPORT**

Classification: Unrestricted

Summary: The purpose of this report is to provide information to Members on current and future developments in Public Involvement across the Directorate and to inform Members of the outcomes from the consultations undertaken during 2009/10.

Introduction

1. (1) Public involvement is a central focus of Kent Adult Social Services and enables people to have a real influence over services. It is particularly important during times of change to give people every opportunity to shape services and to have a sense of responsibility for improving their own quality of life.

(2) Involving people is a continuous process and involves a range of methods and approaches aimed at making sure there is meaningful inclusion.

(3) The purpose of this report is to provide information on the consultations that were undertaken during the past 12 months. The report also provides Members with an update on key development areas within the public involvement agenda.

National Policy Context

2. (1) The government has given a national commitment to promote active citizenship and community involvement as part of its “Big Society” vision. This aims to empower communities and encourage people to take an active role in their community.

(2) The Local Government and Public Involvement in Health Act 2007 places a duty on Local Authorities to involve local people. As a result, all local authorities have to comply with the new statutory duty to ‘inform, consult and involve’ people if there are plans to make changes to any services (section 138 of the Local Government and Public Involvement in Health Act).

(3) The government’s White Papers, ‘Our health, our care, our say’ and ‘Putting People First’ continue to be key drivers for KASS. Placing the individual at the heart of service design, thereby enabling people to have a significant influence over the decision making process, should be the default position.

(4) One of the key aspects of the new 'Equality Framework for Local Government' is the extent of the council's engagement with local communities from different diversity backgrounds, including how this involvement impacts upon priorities and the services the council delivers.

(5) The Care Quality Commission, as part of its monitoring and inspection of local authorities, will refer to the views and experiences of those using services, including those of their families and carers when assessing how well the Directorate is performing.

Local Context

3. (1) Active Lives, the vision for social services in Kent, continues to signify the Directorate's commitment to ensuring that people are actively involved in the design and delivery of services. Active Lives Now lays out what has been achieved since Active Lives and the priorities for the next three years.

(2) Kent Adult Social Services has an ongoing commitment to involve people in all aspects of its business and strives to ensure people are given every opportunity to share their views, experience and aspirations to inform service improvement and development. The Directorate adopts several different mechanisms for involving people and these include:

- Forums – including older peoples'; disability; deaf; carers; mental health; domiciliary care
- Service user groups – including county wide user groups; Learning Disability Partnership Groups
- Policy Development – 'User Involvement in Recruitment' ;Information Advice and Guidance'; Active Lives Now
- Recruitment – service users/carers are involved in recruitment process for staff, i.e. shortlisting, formal panel, workshop
- Training – service users and carers deliver training to staff
- Lessons learned from complaints are fed into service development and into business planning processes
- Strategy development – Later Life; Public Involvement
- Areas and individual teams proactively engage with service users and carers.

Consultations

4. (1) One mechanism for gaining direct feedback is via consultation and attached as Appendix 1 is a schedule detailing the consultations that were undertaken during 2009/10, together with the respective outcomes.

Public Involvement initiatives within Kent Adult Social Services

5. (1) From the work that the Directorate has undertaken during the last year, key messages have been identified. These have been disseminated to commissioning groups across the County and are briefly as follows:

- **Satisfaction levels** – in general terms and in analysing the various surveys that have take place, there is a pattern of good satisfaction levels. These increase when people are fully involved and services are developed in response to their needs.

- **Information** – is always a hot topic and the key issues can be summarised by;
 - a) The availability of information in crisis – despite extensive efforts people still claim that in times of crisis they are unable to find the information they need about available services. Gateways are one solution, although they are not yet available throughout Kent.
 - b) Formats – younger people generally prefer electronic forms of communication and social media type access, whereas older people tend to prefer hard copy information and many do not have access to the internet. Availability of information in other formats, including Easy Read, different languages and for those with sensory impairments, continue to be areas which people feel can be improved.
- **Access to services** – some people continue to struggle with understanding the differences between services that fall within health and those that fall within social services and how these services are accessed.
- **Physical access to services – Transport** – this issue is highlighted at every involvement event, in terms of availability of public transport. This is not just pertinent to social care, but encompasses all public services, including hospitals and libraries. There is a responsibility to consider transport when commissioning services.
- **Quality of services** –. In the current economic climate, people have questioned whether the development of a new service is a direct means of saving money at the expense of quality. A key method of negating some of these fears is to ensure that clear information is available and that people are fully involved in the service design, planning and development.
- **Black and Ethnic Minority communities** – this has been a major driver for public involvement since the Directorate's inspection in March 2009. From the work undertaken, there are some key messages which need to be addressed if future commissioning of services is to have an impact on these communities.
 - a) The term 'ethnic minorities' is not always helpful as it is a sweeping term covering a huge range of cultures, faiths and languages
 - b) We need to be aware of the smaller communities which are spread in different areas of Kent
 - c) The challenge of having information in peoples' first language and having it in places where they can access it
 - d) Written information, whether on the web or on paper, is not always the best way to communicate with some ethnic communities. For example, some older people cannot read their first language
 - e) A consistent view from all the groups we have had discussions with is that we need to go to the communities and engage with them. We also should use existing networks within the communities to reach people.
- **Other disadvantaged groups – LGBT** - in general, the Directorate is making good progress in working with disabled people. However, to date there has been little comment from LGBT groups about services. To ensure that these groups are fully involved in service developments, the Directorate should focus on inclusivity with these groups.
- **Carers** - the role of carers is beginning to get the recognition it deserves. During the last couple of years there have been a series of developments in ensuring the carers views are fully heard and reflected in the development of services. The overwhelming feedback from those who use services and the public at large is that, carers views need to feed into the design of new services.
- **Safeguarding**. From discussions with all groups the issues of safeguarding and feeling safe are of a very high priority.

Public Involvement Group

(2) Following a report to the Senior Management Team in November 2009 on the Public Involvement Group, it was agreed that there would be an overall County group and two Area groups. These groups are to consist of mainly service users, carers and members of the public and will meet regularly, e.g. every three months, with an agreed work plan and agenda. Initial plans were for the County group to be jointly chaired by an officer and member of the public. However, a decision was made at first meeting in May 2010 for there to be two joint public chairs. The aim is for the Area groups to feed directly into the County Directorate Involvement Group. Work on setting up the Area groups is ongoing at present.

(3) Discussions have been held with the Local Involvement Network and it has agreed to facilitate the County Directorate Involvement Group meetings. A meeting took place on 27 August 2010 to progress with the following:

- Focus on the role of the Group
- Look at the aims and objectives of both the County and Area Groups
- Finalise the Terms of Reference
- Establish a mechanism for monitoring the groups' progress
- Groups responsibility to share information with other service users
- How information will be fed down and up

(4) Attached as Appendix 2 is a diagram illustrating the structure surrounding the County and Area groups.

Self Directed Support

(5) Various elements of public involvement have been adopted during the course of the project, including involvement with the Information, Advice and Guidance Policy, Learning Through Experience Groups and provider conference. It is important that initiatives developed as part of the project are brought into mainstream business rather than lose valuable knowledge and experience. With this in mind, consideration is being given as to how to harness the experience within the Stakeholder Group and this will be discussed at the September 2010 meeting.

Service user and carer involvement in recruitment and selection

(6) This policy is well established within the Directorate and teams involve people in various ways when recruiting staff. Protocols and frequently asked questions (FAQs) are available for staff and an information pack is available for people involved in the process, covering topics including, confidentiality and equality and diversity issues. As part of the ongoing review of this process, questionnaires are distributed to all individuals involved in the process.

(7) During the year, a system was introduced to assist staff with this process; The Customer Care team maintain a database of people who previously expressed an interest in participating in staff recruitment and staff submit a request for volunteers when they are undertaking recruitment. Relevant details are subsequently passed from Customer Care to the recruiting manager. This initiative is in the early stages and will be evaluated in due course.

Strategy

(8) A review of the existing Public Involvement Strategy commenced in October 2009 with two events held in the county to gather feedback from the public. Further meetings were held between November 2009 and April 2010 to gather views from various groups across the county – both known and previously unknown to the Directorate. Over 30 Groups were visited and have contributed to the new strategy, which is to be presented to the Senior Management Team in September 2010. The core objectives within the existing document remain relevant and this was reinforced from the feedback received during the review.

(9) An overarching corporate involvement strategy is currently being developed and will link with each directorate's own strategy. Specific work has been commissioned around "seldom heard" or "hard to reach" groups, although the intelligence gathered to date does not differ from the feedback received when reviewing the Directorate's public involvement strategy.

Newsletter

(10) The public involvement newsletter, 'Step by Step', is published quarterly and distributed to libraries, Gateways, GP practices and members of the public who have expressed a wish to receive this type of contact from the Directorate. Staff can access the newsletter electronically and it can be viewed online on the public involvement website. The purpose of the newsletter is to publicise examples where people are involved with the Directorate as well as providing future opportunities for people to participate on a level that suits them. The publication also raises awareness of news items and events that are happening within Kent.

Staff training

(11) The policy team currently deliver training to staff in a number of ways. Information on public involvement and customer care is presented within the Kent Adult Social Services Induction Day for all new staff. An additional half day course on these two topics is delivered via four courses held during each year which forms part of the core induction programme.

(12) As part of a rolling programme of customer care training, customer care staff have started to deliver training to teams across the county. Although, the training tool, "Complaints Made Easy" is used to facilitate this training, public involvement is included within its design and delivery. To ensure their skills and knowledge are up to date, this training will continue to be delivered to staff as a refresher course every 2-3 years.

(13) Training presented by service users and carers delivers a powerful message to staff and reinforces the Directorate's commitment to involving people in all aspects of its business. This is illustrated by two successful projects; TREND (Training Enables Never Disables) which includes service users from all client groups who deliver training to staff, including Approved Social Worker training and the Induction Day. SUCSES project which involves mental health service users in the design and delivery of mental health training for staff.

Out and About project and Safeguarding Week

(14) The Public Involvement Team implemented the “Out and About” project following a successful pilot, as a means of raising awareness of the services available from Kent Adult Social Services.

(15) Safeguarding Week, which took place between 14 – 18 June, provided an excellent opportunity to combine the Out and About project with raising awareness of adult abuse. Alongside various events which took place across the county, including two events focussed on black and minority ethnic communities, the public involvement team hosted events at seven different venues in Kent. Locations were chosen for the ease of access for the public and the team worked in partnership with other organisations, including the police, fire and rescue, community wardens and In Touch.

(16) The project will continue on an ongoing basis with the aim of delivering four events each year, ensuring all localities in Kent are covered. The initial events have been held in shopping centres, although future venues will include libraries and community centres to ensure fair access for everyone.

Local Involvement Networks (LINKs)

(17) The Local Involvement Networks were introduced to provide the public with “a stronger local voice in the development of health and social care services”. The Kent LINK has been recognised as being in a good position as it has set up its various functions including, Governorship, Priorities Panel and a work programme. It has also recruited and trained participants to undertake projects that require the LINK to exercise its 'enter and view' powers. Those selected via the process have undergone Criminal Records Bureau and Protection of Vulnerable Adults checks, together with a period of training. One of the first visits conducted by the team was on hygiene within Kent hospitals.

(18) During the year, the policy team have continued to establish strong working relationships with LINK officers, particularly the officer who leads on social care and the operational director. This is illustrated by the LINKs involvement with the Directorate's Involvement Groups, as detailed in paragraph 5. (3).

(19) Mr Graham Hills, Operational Director, Kent and Medway Networks Ltd, and Mrs Cate Jackson, LINK Governor, attended POSC in June 2010 to explain the role of LINKs and its specific role to work with the POSC and the Health Overview and Scrutiny Committee to complement the scrutiny function.

Future developments/initiatives

Domiciliary Care Re-let

6. (1) The initial consultation phase took place in May 2010 and involved a number of focus groups. The aim being to gather detailed feedback, ascertain customer satisfaction and explore service users' views on possible new ways of commissioning domiciliary services. The feedback is currently being collated and further work will be planned in due course.

Roles and Relationships

(2) The proposal to reintroduce Roles and Relationship for the public was discussed with the Senior Management Team in late 2009. This operates on a similar basis as Roles and Relationships with staff, whereby the Managing Director and key SMT Members meet with members of the public at arranged events twice a year. The events will enable people to have access to senior staff, which is something they have requested to feed their views directly to the “decision makers”. The format for the events is likely to focus on specific topics that either the public or the Directorate put forward. The agenda will be planned in advance to ensure that people benefit from the discussions.

Public Involvement Toolkit

(3) Staff currently have available a toolkit, which covers all aspects of involvement from the giving of information to real partnership working. It discusses the pro and cons of adopting a particular involvement method and suggests the best methods depending on the required outcome. This has been available since 2005, although it is a lengthy document, which makes it difficult to use as a quick reference tool.

(4) To enhance existing and new involvement activity across teams, the toolkit is to be revised to make it more accessible and a useful resource for staff. The revised toolkit will be published by the end of March 2011 and will be available in hard copy and electronic formats. It will also be published on the website for ease of access.

Corporate Consultation database

(5) A new database to log all consultations across all Directorates is being introduced shortly. Previously, Kent Adult Social Services was the only directorate that had a database for registering all involvement activity. The new database will give the public opportunities to register their interest in specific service areas and they will receive notification when a consultation is open to enable people to participate.

(6) Consultations across all directorates will be reported on as they are completed, so the public can view results live. This will meet the need to give timely and appropriate feedback, which is often a criticism when people have been consulted and do not receive details of the outcome of that involvement.

Other items of interest

(7) The use of Mosaic data should be encouraged when undertaking any form of consultation/involvement activity. This can be used to inform the process by determining the intelligence already to hand and how it can be built upon in the particular area of involvement.

Conclusion

7. (1) During 2009/10 a range of involvement activity has taken place with further consultations planned for 2010/11.

(2) Every opportunity is taken to ensure that people are provided with choices on how to be involved with the Directorate. The aim is to make a difference to service by enabling people to influence and inform existing and future services. Involvement of service users and the public is an integral part of the Directorate's business and remains a key feature in the planning, commissioning and development of services.

Recommendations

8. Members are asked to **NOTE** and **COMMENT** on the contents of this report.

Lynda Longhurst
Policy Manager – Public Involvement and Customer Care
lynda.longhurst@kent.gov.uk
01622 694875

Background documents: None

Name	Brief Summary	Outcomes
Carers Survey	DoH Carers Survey	The final version of the Carers Survey is also awaited from the PSSRU and is due for publication shortly. The results are being compared with the 2008 Kent Carers Survey, although preliminary results show favourable improvements from the latest survey. Before publication, the results will be shared with the Carers Steering Group.
Homecare Survey	DoH survey to measure the experience of those people receiving a home care service	<p>The Home Care Survey commenced in February 2009 and included all those people in receipt of home care services. Kent agreed to participate in the extended version of the survey and the results were analysed by the Personal Social Service Research Unit (PSSRU) from the University of Kent. The final report is due to be published by the Department of Health in December 2010. The results for Kent have been fed back into the contracting teams for information. A brief summary illustrates that:</p> <ul style="list-style-type: none"> • 59.1% of people were either extremely or very satisfied with the help received from [Social Services] in their own home (England 58.4%) • 33% of people were quite satisfied (England 32.1%) • 70.4% of people were always happy with the way their care workers treated them (England 67.1%) • 31.6% of people felt in control of their life (England 25.5%)
Community Equipment	DoH survey of people in receipt of community equipment	The final data for the Equipment Survey was submitted to the Department of Health on 31 May 2010. Data cleansing is currently taking place and an analysis of the result will commence in late August with a preliminary Department of Health internal report expected in September. This will be followed with publication of the national public report in December 2010.

East Kent

Name	Brief Summary	Outcomes
Public Involvement	Focus Group and example designs to be presented to participants for feedback	In February 2009, East Kent Customer Care held its first Focus group, with the purpose of reviewing the public involvement participation form and discussing possible design options for adverts of the new form. The focus group were presented with five different options for possible adverts and were asked to identify what they liked and did not like about each one. As a result, the final version was agreed and approved by the group. A copy of the final version was sent out to all participants
Survey on public perceptions	Survey participants to establish their perceptions of Adult Social services	The review of public perceptions on the Core Standards in East Kent was not undertaken due to capacity issues within the area customer care team. A member of the team was off sick for nearly twelve months which meant the team had to focus on core business during this time – statutory complaints handling.
Learning from experience	Focus Group sessions and surveys	Consultation on the new complaints booklet was carried out with ex complainants and members of the participation group in East Kent. This was completed remotely (by telephone) rather than through a focus group and the feedback was fed into the new complaints leaflet.
Communication	Engagement and Scrutiny Group	The communication sub group within East Kent has been established and is in the early stages of its development. Further updates will be available once the group agrees its workplan.
East Kent Learning Through Experience Group West Kent Learning Through Experience Group	SDS involvement group – shaping the personalisation modernisation programme	<p>Three meetings of the East Kent Learning Through Experience Group took place during 2009/10 and two meetings were held within the West Kent Learning Through Experience Group and the following outcomes were achieved:</p> <ul style="list-style-type: none"> • Support Planning - The group felt that the support planning template was too long and complicated and would be difficult for service users to complete unaided. This information was passed to the officer responsible for the development of the support planning policy. The concerns of the group have been addressed in subsequent revisions of the policy • The SDS Factsheets – The group felt that the factsheets were a good idea but they had issues with the way that some of the factsheets had been written. In particular, they felt that the language needed to be simpler and less “jargonistic”. This feedback was passed to the SDS team and the factsheets were revised as a result.

West Kent

Name	Brief Summary	Outcomes
Culturally appropriate services	Consultation with elders and community leaders	Kent Adult Social Services has over the years had a number of initiatives for minority ethnic communities. A BME summit was held in Gravesend in March 2010. The Summit was part of the ongoing dialogue with minority communities. This event was the next step in the process, listening to all service users is a customer care issue, developing approaches that meets their needs is the way that the organisation is moving forward in line with the personalisation agenda. The summit was a joint event with the Primary Care Trust. The summit was attended by 129 people including people from minority communities, KASS staff, the PCT and other organisations. The learning from this event informed the planning and structure of the follow up workshops held in June 2010 as part of the Safeguarding and Carers awareness week.
Older Persons Modernisation	Modernising services is part of the ongoing programme to promote independence, choice	The consultation on the modernisation of older peoples' provision commenced in June 2010 and the consultation ends on 1 November. The results will be used to inform SMT and Members in order for a decision to be made in early 2011.

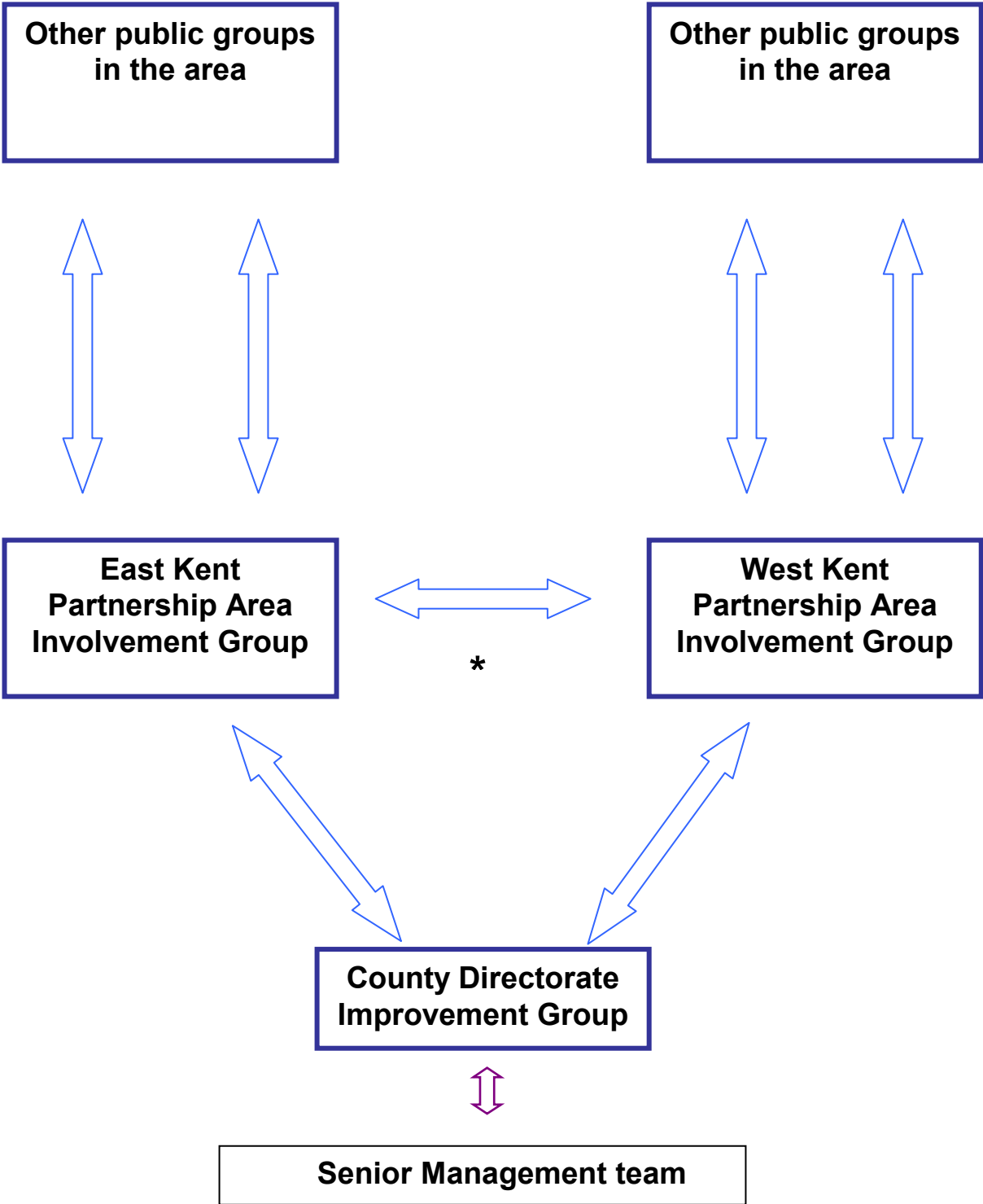
Name	Brief Summary	Outcomes
LD Day Opportunities	Modernising services is part of the ongoing programme to promote independence, choice and employment opportunities	<p>Since January 2010, staff within the learning disabilities team in West Kent have been talking to people about the future of Maidstone Day Services. In November 2009, major roofing problems meant that the main day service building was no longer safe to use and there was no option other than to transfer all services to community locations. Most people said they thought moving to community based services was a good thing, as they valued being part of the community and having more choice as a result. Some said how much they enjoyed the increased independence brought about by being in the centre of things and how they liked the opportunity to meet more people and being part of smaller groups.</p> <p>Overall people said they would prefer to see time and resources put in to community buildings/activities and not at Boughton Mount. People told us how important it was that they get to see their friends. Whilst people value being in smaller groups they told us that they equally value the opportunity to come together. As a result of this, regular social events are being planned from Bowling Leagues to BBQs. Also a "Pick & Mix" approach to activities is beginning to take place so that even if people are based at Meadowview they can choose activities alongside people who are based at Trinity, so that long term friendships continue.</p> <p>People also said they preferred being in more central locations, as Boughton Mount was difficult to get to and at times made getting to events in the community hard. Whilst many individuals welcomed the change to use public transport some individuals they do not wish to use public transport and like the ease of minibuses. As a result the minibus routes have been changed to make sure that each base has use of a vehicle. To help things further, a new nine seater people carrier has been agreed and money has been given to MENCAP so that they can oversee a travel buddy scheme.</p> <p>Most people who use the Service said that they prefer community based activities, with many saying that they did not like the location and condition of Boughton Mount. The consultation has shown that it is possible to have the same level of day service without the main Boughton Mount building and that there are real benefits to community based services. Whilst a small number of people said they were worried about change most people said they thought change was a good thing.</p> <p>The Cabinet Member for Adult Services agreed that Maidstone Day Service should continue to be provided in the community and move away from the Boughton Mount site completely. This means that the Boughton Mount site will be closed and sold, with the money received being put back into services for people with learning disabilities.</p>

Kent wide

Name	Brief Summary	Outcomes
TEA project	Ongoing involvement to inform PCT on how to implement DH report	The TEA project was led by an East and West Kent service user reference group and resulted in the creation of an action plan to improve access to Mental Health Services for Deaf and Deafblind people. Ongoing involvement was to evaluate the outcomes of the action plan and identify future actions. However, difficulties have been encountered with engagement from all partner agencies, which has resulted in limited consultation with service users as the status of the project has become unclear.
User involvement strategy	Implementation of deafblind strategy	Consultation on the involvement strategy d/Deaf, deafblind people took place on 28 April 2010 as a one day conference. The remit of which was expanded to include the opportunity for service users to hear about key issues from public services and present their issues to key providers. A user involvement questionnaire was provided and is currently being analysed for development of the strategy.
Interpreting Project	Development of sign language interpreting service	Deaf and Deafblind service users took part in an ongoing steering group developing the Tender for the new sign language interpreting service. These service users were involved in the short listing and interviewing of potential service providers and the final selection of Royal Association for Deaf people (RAD). A group of Deaf people were also brought together to look at what they considered important from any new service - information from this group was used to help draft the service specification.
Lift Maintenance User experience survey	lift maintenance & repair services	226 Service Users were contacted by telephone, with only 120 being available at the time, to be consulted on the service they had received with regard to lift maintenance. 65% rated the current services as Excellent, 34% Good & 1% poor. 100% felt the Service Engineers were polite & courteous, with 97% advising they knew in advance when the Engineer would be visiting. 100% said the Engineers left their home clean & tidy after works were completed. When making contact with the Property Service Desk to report breakdowns 20% felt this service was excellent, 42% good, & 2 % poor. 36% had no cause to call presumably because their lift remained reliable. Given the above, and inconclusive outcomes from our investigations of the poor ratings above, we remain satisfied that Service Users are in receipt of a valued & reliable lift maintenance and repair service to enable them to live independently in their own homes. The outcome has been fed back to the Service Provider as part of the continuous improvement process and contract monitoring.

Mental Health

Name	Brief Summary	Outcomes
Informal Day Service Re-provision	Service user evaluation of tenders for service	With respect to the Informal Day Service Re-provision for Mental Health, specific consultations are conducted changes in service when needed. In East Kent, some Informal Day services were re-provided and consultations took place to inform the outcome. Service users participated in a review of the service user and carers role in Joint Commissioning Boards. This led to a well received paper with proposals written by User Involvement Support Workers, along with proposals from the council of East Kent Service User Forums in mental health. These informed the changes that were made.
Review of service user and carers role in Joint Commissioning Boards	Review process for engaging service users and carers in commissioning process	There is a strong element of service user involvement in mental health and this is reflected in the review of the service user & carers role in Joint Commissioning Boards. Nine service user forums meet regularly Kent, led by User Involvement Support Workers paid for via service agreements with the voluntary sector. These facilitate service user representation on the mental health joint commissioning boards.
MH Deaf Services	Set up focus group for deaf MH service users	Meetings have been held meetings with Deaf mental health service users, supported by colleagues in Sensory Services, which resulted in a series of training sessions for GPs in East Kent and the re-provision of some specialist mental health services for deaf people from London to Canterbury and Maidstone locations.



* Area groups to meet at least once per year to share good practice and workplans