

From: Dan Watkins, Cabinet Member for Adult Social Care and Public Health

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To: Adult Social Care Cabinet Committee – 13
September 2023

Subject: **LOCAL ACCOUNT FOR ADULT SOCIAL CARE (JANUARY 2022 – DECEMBER 2022)**

Classification: **Unrestricted**

Previous Pathway of Paper: None

Future Pathway of Paper: None

Electoral Division: All

Summary: This report provides the Adult Social Care Cabinet Committee with an update on the development of the Local Account for Adult Social Care (January 2022 – December 2022) as well as a summary of engagement and co-production with people with lived experience and colleagues across social care and health during that timeframe.

The Local Account is utilised as a tool to provide a short, user-friendly overview of the types of services and support provided and gives examples of the work undertaken in adult social care and includes contact details and signposting to further information for the public.

Recommendation: The Adult Social Care Cabinet Committee is asked to **NOTE** the Local Account document– ‘Here for you, how did we do?’ (January 2022 - December 2022).

1. Introduction

1.1 In our eleventh edition, we take a look back at how colleagues have been aiming to making a difference every day within local communities across Kent and delivering the key areas that people said mattered most to them during the development the Making a Difference Every Day: Our Strategy for Adult Social Care 2022 to 2027 and of our Adult Social Care Strategy and the Kent Adult Carers’ Strategy 2022 to 2027.

1.2 This year has been a year resetting our approach and tackling the challenges of increasing demand and complexity of support required. This has, however, encouraged us to look closely at how we do things internally to align with our strategies, to focus on being more innovative, more inclusive and working more closely with the people we support, carers, families, partners and colleagues across adult social care. Our focus in 2022 was on progressing our Making a Difference Every Day: Our Strategy for Adult Social Care 2022 to 2027 and delivery plan and the efforts of our workforce has resulted in lots to reflect on and be proud of despite the challenges we face.

- 1.3 The Local Account, **'Here for you, how did we do?' January 2022 – December 2022**, (Attached as Appendix 1) contains highlights from the reporting period and outlines the challenges experienced in adult social care in the delivery of its services and support. It also includes an overview of the number of people in Kent who draw on care and support and broken this down through a number of different services and areas. This year's edition focuses on the co-production of our five-year Making a Difference Every Day – Our Strategy for Adult Social Care and the Kent Adult Carers' Strategy. It shares examples of how we have delivered some of the key areas that people told us were important to them, whilst demonstrating the innovative ways in which colleagues have worked to achieve better outcomes for people that draw on care and support.
- 1.4 It is an important way in which people can challenge and hold us to account and this is the tenth year that it has been developed, with contribution from people with lived experience of social care and unpaid carers.

2. Development of the Local Account

- 2.1 An ongoing challenge for all councils is to ensure that the people who draw on care and support continue to be at the centre of the services they interact with. An essential element of this is to actively engage with people who draw on care and support, their carers, our partners in health, our wider social care market of voluntary and private sector providers and borough, district and city councils.
- 2.2 We know that quality care matters to people and there is a strong link between effective engagement/involvement and 'Think Local, Act Personal (TLAP), the 'Making it Real' agenda and sector-led improvement focused on enabling people to have more choice and control to live full and independent lives and achieve outcomes that are important to them.
- 2.3 We also need to ensure that we continue to deliver effective and sustainable adult social care services that meet our statutory requirements under the Care Act, enable people to live a full life in line with our recently updated strategies for adult social care (['Making a Difference Every Day 2022 - 2027'](#) and ['Kent Adult Carers' Strategy 2022 – 2027'](#)) and our council-wide strategy – ['Framing Kent's Future – 2022 - 2026'](#).
- 2.4 Based on previous feedback, adult social care has understood that by listening to people who draw on care and support and hearing what is important to them, the services offered now, and in the future, can provide more person-centred and joined-up support for people, families and local communities. From the Local Account reporting period of January 2022 onwards, adult social care has invested significant time into gathering people's views through a number of different methods and the Local Account continues to be another opportunity to raise awareness of social care across the county, and to encourage conversation and feedback each year.

3. Engagement activity to inform the Local Account

- 3.1 There are several engagement forums and partnerships already in place across adult social care and work has been undertaken to gain insights from these groups to inform the Local Account. This year, an early draft was shared in wider forums and events and shared through communications channels with

the ask for volunteers to help shape the document, and where we weren't successful in finding those, we asked for feedback through other channels. Here is an overview of those it was shared with (between March 2023 and June 2023):

- **People's Panel** – 8 people attended a virtual meeting
- **Provider Bulletin** – email sent to approximately 300 providers
- **Kent Registered Managers Conference** – presentation and agenda item at their in-person event with 250 attendees
- **Your Voice Network** – email sent to 160 members
- **Disability Assist newsletter** – Included in their newsletter, reaching 1400 people
- **Direct Payments Involvement group** – email sent to 16 members of the group
- **Stakeholder database** – email sent to 2400 people
- **West Kent Stakeholder Advisory Group meeting** – presentation and agenda item at their meeting with 16 people

3.2 Last year's Local Account was subject to a completely refreshed format that was developed in partnership with people with lived experience, Members and other stakeholders and this format continues for the current edition. Feedback on the document is sought each year upon publication of the standard version once it is updated on the Kent County Council website. It is sent by email and post to stakeholders annually along with a letter asking for any comments and views. This was also the case with last year's easy read version, which was published on the council website and the Kent Learning Disability Partnership website together with an easy read cover letter and tailored commentary to encourage additional feedback. Last year's Local Account was distributed widely and was sent to Kent libraries, gateways, clinical commissioning groups, parish councils, to faith organisations, local clubs, societies, and patient participation groups to increase awareness and seek feedback, particularly across the health sector and in local communities.

3.3 An adult social care engagement database containing around 2,500 active community stakeholders has continued to be grown along with our public engagement panel - the 'Your Voice Network' that consists of Kent residents who have expressed a particular interest in adult social care. Contacts within the databases have received a copy of the previous versions of the Local Account in the most appropriate format – digital version, easy read, standard edition or plain text requesting their feedback. The database will be utilised again for the current version.

- 3.4 Where possible (and if appropriate), the Local Account has been distributed electronically each year to increase reach and minimise waste, but with the addition of printed copies as deemed practical, helpful and appropriate.
- 3.5 The database, which is General Data Protection Regulation (GDPR) compliant, has been used to provide suggested adult social care engagement contacts to help gather insights to inform service developments, to encourage engagement with adult social care/wider surveys and to support consultations.
- 3.6 Over the past year, this growing group of contacts (made up of people with lived experience of social care, people who are unpaid carers or those who have a special interest in social care) have had the opportunity to be involved in a number of projects to help shape social care in Kent including the co-production of our Making a Difference Every Day - Adult Social Care Strategy 2022 – 2027 and initiating a research study to inform the development of the Kent Adult Carers' Strategy 2022 – 2027.
- 3.7 In addition to this, there has been a great deal of activity taking place to co-produce with people who draw on care and support and to enable the person's voice to influence key plans, projects and processes at the early stages of their development. As part of this work, here are just a few of the other areas where we have worked with people with lived experience, whose general feedback on social care has helped to shape our general approach to communication and engagement:
- **Face to face engagement and awareness raising** at public locations and events via community roadshows.
 - Involvement work related to the **Public Research Partnership** and Communities of Practice.
 - **Kent Learning Disability Partnership Board** - discussions and co-produced with members and Learning Disability England.
 - **Technology Enabled Lives build and test** – co-production with people with lived experience and providers.
 - **Integrated Community Equipment Service re-procurement** - full co-production plan and representatives on project board.
 - **Stakeholder engagement interview panels** - embedding a process to ensure people with lived experience support recruitment of new staff and training teams to deliver this.
 - **Adult Social Care Commissioning Intentions** – facilitated discussions and co-production workshops with people with lived experience and other stakeholders to define how the council works with providers.
- 3.8 Through the development of these engagement channels and the relationships built with the public and partners, we plan to work with these groups to distribute the Local Account. We continue to work with them and request feedback to ensure the document meets the needs and wants of various stakeholder groups.

4. Financial Implications

- 4.1 When developing the printed booklet and planning our wider engagement approach, one of the aims has been to ensure value for money and making the best use of resources. This includes reaching out to existing forums and networks and working in conjunction with directorate stakeholders and partner organisations where possible.
- 4.2 There will be a cost implication in the printed production and distribution of the Local Account; however, these are routinely managed within the budget planning forecasts.

5. Future Publication, Distribution and Feedback

- 5.1 The final document will be ready for publication in September 2023 and will be distributed as widely as possible to give everyone the chance to read it, challenge our approach, ask questions and feedback their views.
- 5.2 All contacts within the adult social care engagement database (2,500+) will receive a copy in the most appropriate format – digital version, easy read, standard edition, or plain text, requesting their feedback. Where possible, the Local Account will be distributed electronically, but consideration will be taken where individuals or groups of people are likely to have accessibility needs or limited online access.
- 5.3 A limited run of hard copies will be mailed to and displayed at publicly accessible locations such as libraries, gateways and Kent County Council social care offices. Copies will also be distributed face to face by the Stakeholder Engagement Team and other colleagues when undertaking any in-person events and engagement activities.
- 5.4 There will continue to be a renewed focus on innovatively addressing the challenges of reaching more people digitally as well connecting with more diverse groups. Other routes will be used to promote and raise awareness of the Local Account which will incorporate an update to the interactive web content already available on the Kent County Council and Kent Connect to Support websites, including videos, use of social media (Twitter, Facebook) and promotion across linked engagement networks.
- 5.5 An easy read version of the Local Account will be developed and posted on the Kent Learning Disability Partnership website together with an easy read cover letter and tailored commentary to encourage feedback. Other accessible versions including a British Sign Language version and a text-only version will be created.
- 5.6 There are existing feedback mechanisms in place, including through the Kent County Council website (kent.gov.uk), Kent Connect to Support website, Twitter, email, post and phone. Feedback from these as well as virtual engagement at forums and other events will continue to be used in the development of the next document. We will also be encouraging people to register for the 'Your Voice Network' through the digital form on the council website.
- 5.7 People who are accessing adult social care services, carers, the voluntary sector, providers, Members, Healthwatch Kent and staff will continue to be

encouraged to play a part in the evaluation and ongoing development of the Local Account.

6. Recommendations

The Adult Social Care Cabinet Committee is asked to **NOTE** the Local Account document– ‘Here for you, how did we do?’ (January 2022 - December 2022).

7. Background Documents

None

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