

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

To: Adult Social Care Cabinet Committee – 25 November 2020

Subject: **LOCAL ACCOUNT FOR ADULT SOCIAL CARE (JANUARY 2020 TO AUGUST 2020)**

Classification: Unrestricted

Previous Pathway of Paper: Adult Social Care Directorate Management Team – 18 November 2020

Future Pathway of Paper: None

Electoral Division: All

Summary: This report provides Adult Social Care Cabinet Committee with an update on the development of the Local Account for Adult Social Care (January 2020 – August 2020). The report summarises involvement and engagement activities undertaken across Adult Social Care, highlights partnership working during the pandemic and outlines how public engagement feedback from these activities has informed the development/content of the Local Account for 2020.

Recommendation: The Adult Social Care Cabinet Committee is asked to **CONSIDER** the Local Account document– ‘Here for you, how did we do?’ (January 2020 – August 2020) (attached at Appendix 1) and **ENDORSE** this as the final version.

1. Introduction

- 1.1 Adult Social Care at both a local and national level is currently being delivered against a backdrop of ongoing challenging financial constraint, a population that is living longer with associated increasing complex care needs and people wanting better quality and choice in the services they use.
- 1.2 There are also huge challenges from the Covid-19 pandemic and its impact on our lives and work. This has highlighted the importance on councils to work collaboratively and innovatively to improve performance and outcomes for people and to deliver joint services with the NHS and other partners.
- 1.3 The Local Account, ‘**Here for you, how did we do?’ January 2020 – August 2020**, summarises the achievements, improvements and challenges faced by Kent Adult Social Care during 2020. It also provides an update in response to

the Covid-19 pandemic, highlighting the hard work and dedication of our teams and the resilience of our partners and communities.

- 1.4 It is an important way in which people can challenge and hold us to account and this is the ninth year that it has been developed in partnership with people who use our services, their carers, voluntary organisations and service providers as well as members, district councils and our staff.

2. Development of the Local Account

- 2.1 An ongoing challenge for the council is to ensure that the people we support continue to be at the centre of the care they receive. An essential element of this is to actively engage with people we support, their carers, our partners in health, our wider social care market of voluntary and private sector providers and borough and district 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 cost effective adult social care services that enable people to stay as independent as they can in line with our strategy for adult social care: "Your Life, Your Wellbeing", our strategic statement – "Increasing Opportunities, Improving Outcomes" and which meet the statutory requirements of the Care Act.
- 2.4 Whilst ongoing engagement activity is carried out across the Adult Social Care and Health Directorate, the development of the Local Account provides further opportunity for us to listen to, work with and act on what people are telling us about their experiences of social care.
- 2.5 This will enable us to continue to work collaboratively with people in Kent to deliver a sustainable model of adult social care now and for the future.

3. Engagement Activity to inform the Local Account

- 3.1 There are several effective forums, boards, and partnerships already in place across the Adult Social Care and Health Directorate and work has been undertaken to gain insights from these groups to inform the Local Account.
- 3.2 The easy read version of the Local Account from last year was posted on the Kent Learning Disability Partnership website together with an easy read cover letter and tailored commentary to encourage additional feedback.
- 3.3 The Local Account was also distributed widely and was sent to all Kent libraries, gateways, clinical commissioning groups, parish councils, to over 600 faith organisations, local clubs and societies and to over 170 patient participation

groups to increase awareness, particularly across the health sector and in local communities.

- 3.4 There are several forums and groups in Kent that support and provide a voice for people that may access social care and links to these have continued to be developed. Presentations on public involvement and the Local Account have been delivered to carers, the Adult Social Care and Health People's Panel and at Older Persons Forums. The Local Account has also been shared with Healthwatch Kent.
- 3.5 An adult social care engagement database containing over 2,500 active contacts has continued to be developed. All contacts within the database have received a copy of the previous version of the Local Account in the most appropriate format – digital version, easy read, standard edition or plain text requesting peoples' feedback. The database will be utilised again for the current version.
- 3.6 Where possible (and if appropriate), the Local Account has been distributed electronically to increase reach and minimise waste.
- 3.7 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.
- 3.8. Contacts have been involved in the promotion of the launch of the Carers' App, participation in a Loneliness and Social Isolation survey during lockdown, participation in a survey ahead of the development of the residential care market positioning statement, adult social care provider contacts for the budget consultation, contacts for the Local Government Association Equality and Diversity peer review, participants in annual health check workshops in conjunction with Learning Disability England and volunteers for stakeholder interview panels.
- 3.9 Ongoing communications to adult social care staff promoting the Local Account and the importance of feedback have been developed, including features in newsletters and regular web-based updates.
- 3.10 An informal briefing for all members of the Adult Social Care Cabinet Committee was held on 13 November 2020.

4. Financial Implications

- 4.1 A key objective when developing the brochure and our wider engagement approach, has been the consideration of how to enhance value for money utilising wherever possible, existing forums or approaches already in place across the Adult Social Care and Health Directorate or working in conjunction with existing partners to maximise reach whilst minimising costs.

4.2 There will be a cost implication in the production and distribution of the Local Account; however, these will be managed within the budget planning forecasts.

5. Legal Implications

5.1 There are no legal implications associated with this report.

6. Equality Implications

6.1 There are no equality implications associated with this report.

7. Future Publication, Distribution and Feedback

7.1 The final document will be ready for publication in late November 2020 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.

7.2 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 (and if appropriate), the Local Account will be distributed electronically except for those that do not have online access, and upon request.

7.3 In light of the Covid-19 pandemic, it will not be possible to distribute hard copies to publicly accessible social care locations, i.e. libraries, gateways, parish councils in the same way as in previous years as these will not all open due to the pandemic.

7.4 There will be a focus on being innovative to address the challenges of reaching more people digitally as well as diverse groups. Alternative routes will be developed to promote and raise awareness of the Local Account which will incorporate the development of an interactive web presence, greater use of social media (Twitter, Facebook) and promotion across linked engagement networks including voluntary and faith organisations and other social groups.

7.5 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.

7.6 There are existing feedback mechanisms in place, including through the Kent County Council website (kent.gov.uk), 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.

7.7 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.

8. Recommendations

8.1 Recommendation: Adult Social Care Cabinet Committee is asked to **CONSIDER** the Local Account document– ‘Here for you, how did we do?’ (January 2020 – August 2020) (attached at Appendix 1) and **ENDORSE** this as the final version.

9. Background Documents

Increasing Opportunities, Improving Outcomes, Kent County Council’s Strategic Statement 2015-2020

<http://www.kent.gov.uk/about-the-council/strategies-and-policies/corporate-policies/increasing-opportunities-improving-outcomes>

Your life, your wellbeing, a vision and strategy for Adult Social Care 2018-2021

<http://www.kent.gov.uk/about-the-council/strategies-and-policies/adult-social-care-policies/your-life-your-wellbeing>

Care Act 2014

<http://www.kent.gov.uk/about-the-council/strategies-and-policies/adult-social-care-policies/care-act>

Think Local, Act Personal

<https://www.thinklocalactpersonal.org.uk/Browse/ThinkLocalActPersonal/>

Local Account ‘Here for you, how did we do?’ April 2018 - March 2019

<http://www.kent.gov.uk/about-the-council/strategies-and-policies/adult-social-care-policies/local-account-for-adult-social-care>

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